

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2019-20 and thereafter)
COURSE CODE: 19CO/MC/EM33

B. Com (CS) DEGREE EXAMINATION DECEMBER 2020
CORPORATE SECRETARYSHIP
THIRD SEMESTER

COURSE : MAJOR
PAPER : ESSENTIALS OF MARKETING
TIME : 90 MINUTES **MAX. MARKS: 50**

Section A

Answer ALL the questions: **(7x2=14)**

1. Define Marketing.
2. What is meant by Total Product?
3. Write a short note on Labelling.
4. Briefly explain Marketing Myopia with an example.
5. State the reasons for adopting 'Skim-the-cream' price policy.
6. What is physical distribution of goods?
7. State the role of Publicity as a Promotional Tool.

Section B

Answer any TWO questions: **(2x8=16)**

8. What is a new product? How is it developed?
9. State the various laws which help to protect consumers in India and critically examine the Consumer Protection Act of 1986.
10. What is Direct Marketing? Elucidate the major channels used for directing marketing.

Section C

Answer any ONE question: **(1x20=20)**

11. Elucidate the marketing management process which lays importance on consumer driven marketing strategies and relationship building.
12. Illustrate the classification of Channel Members. Explain in detail the various types of Store and Non-Store based retailing methods.
