

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.**  
**(For candidates admitted during the academic year 2011-12 & thereafter)**

**SUBJECT CODE : 11CM/MC/MG14**

**B.Com. DEGREE EXAMINATION NOVEMBER 2012**  
**COMMERCE**  
**FIRST SEMESTER**

**COURSE : MAJOR – CORE**  
**PAPER : MARKETING**  
**TIME : 3 HOURS** **MAX. MARKS : 100**

**SECTION – A**

**I. ANSWER ALL QUESTIONS: ( 10 x 3 = 30 )**

1. Define Marketing.
2. Define Market Segmentation.
3. What are Channels of Distribution?
4. Define a product.
5. What do you mean by product policy?
6. What is branding?
7. What is a Logo? Mention any two logos known to you.
8. Define labelling.
9. Explain cost oriented price policy?
10. Define Geographic pricing?

**SECTION – B**

**II. ANSWER ANY FIVE QUESTIONS: ( 5 x 6 = 30 )**

11. What are the risks faced by a Marketer? Explain.
12. Explain the types of channels of distribution.
13. What are the factors influencing product mix?
14. Write a brief note on product line.
15. Explain the advantages of packaging.
16. What are pricing objectives?
17. Mention the functions of Branding.

**SECTION – C**

**III. ANSWER ANY TWO QUESTIONS: ( 2 x 20 = 40 )**

18. Bring out the relevance of the concepts of modern marketing.
19. Explain the steps in new product planning and development.
20. Describe the different types of branding. Bring out their importance with example.
21. What is market segmentation? Explain the different methods of segmentation.

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