

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2019-20 and thereafter)

SUBJECT CODE: 19AF/MC/PM23

B.Com. DEGREE EXAMINATION - APRIL 2022
ACCOUNTING AND FINANCE
SECOND SEMESTER

COURSE : MAJOR – CORE
PAPER : PRINCIPLES OF MARKETING
TIME : 3 HOURS

MAX. MARKS: 100

Section A

Answer ALL the questions:

(10 x 2 = 20)

1. Define the term 'Marketing.'
2. Mention four Sales Promotion activities.
3. What is meant by Psychological Pricing? Give an example.
4. What do you understand by Marketing Environment?
5. Who are Middlemen?
6. Write a short note on Expected Product.
7. Why is Product Management important?
8. Mention two objectives of Relationship Marketing.
9. What is Diversity Marketing?
10. State briefly the features of Personal Selling.

Section B

Answer any FIVE questions:

(5 x 8 = 40)

11. Enumerate the Core Marketing Concepts.
12. Define Digital Marketing and bring out its pros and cons.
13. "Like human beings, products also have a distinct life cycle"- Elaborate.
14. Explain briefly the various types of Market Segmentation.
15. Elucidate the various methods of Pricing.
16. Briefly explain the IMC Planning Process.
17. State the Factors that influence Channel Decisions.

Section C

Answer any TWO questions:

(2 x 20 = 40)

18. Discuss the various Functions of Marketing.
19. What is Price Mix? Examine the Factors influencing Pricing Decisions.
20. Write a detailed note on New Product Development.
21. What is IMC? Explain the various tools for IMC with advantages and disadvantages.
