

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

**COURSE CODE: 19CM/PC/MM24**

**M.COM DEGREE EXAMINATION- APRIL 2022**  
**COMMERCE**  
**SECOND SEMESTER**

**COURSE : MAJOR CORE**

**PAPER : MARKETING MANAGEMENT**

**TIME : 3 HOURS**

**MAX. MARKS: 100**

**SECTION – A**

**Answer any SIX questions:**

**(6x10 =60)**

1. Explain the core concepts of marketing in the E Business era.
2. Discuss the marketing research process in detail.
3. What is promotional mix? Explain its elements.
4. Compare and Contrast Integrated and holistic marketing.
5. Explain the functions and types of distribution channels.
6. What is digital marketing? Explain its types
7. Explain the recent developments in consumer protection in India.
8. Discuss PESTEL analysis.

**SECTION – B**

**Answer any TWO questions:**

**(2x 20=40)**

9. Elaborate on PLC and its new marketing strategy.
10. Discuss the process of scanning in marketing environment.
11. Explain the steps involved in Pricing.
12. Discuss the New Product Development Decision Process.

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