

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 2023
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 Marketing.
2. What is a Product?
3. Define Marketing Segmentation.
4. What is IMC?
5. Define Advertising.
6. What is Sports Marketing?
7. Write 2 examples of Social Cause Marketing.
8. What is Product Mix?
9. Define E-Commerce.
10. Differentiate a buyer from a consumer.

Section B

Answer any FIVE questions:

(5 x 8 = 40)

11. Enumerate the Core Marketing Concepts.
12. Explain the criteria for Market Segmentation.
13. Discuss the stages in a products life with a relevant example.
14. Illustrate the Factors affecting the Choice of Distribution.
15. Elaborate the pros and cons of Digital Marketing.
16. What are the factors affecting pricing policy of a company?
17. IMC Planning Process – Explain.

Section C

Answer any TWO questions:

(2 x 20 = 40)

18. With a relevant example explain the stages in developing a new product.
19. Define Marketing and elaborate its functions.
20. Discuss the various methods of pricing a product.
21. Detail out the tools used in the process of IMC.
