

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 2023
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 Management.
2. What are the steps involved in scanning of marketing environment?
3. Explain Market Research. What are the benefits of Market Research?
4. Critically examine; Customer Driven Market Strategy- will this strategy lead to business development.
5. What are the factors affecting Pricing policies and strategies?
6. Elucidate: Product Life Cycle with examples.
7. Write a brief note on Consumer Protection mechanism in India.
8. Differentiate Viral Marketing vs. Digital Marketing.

SECTION – B

Answer any TWO questions:

(2x 20=40)

9. What are the stages of new product development?
10. Market Research aids in Demand Estimation; Explain in Detail.
11. Write elaborately on the various types of distribution channels and their significance.
12. What are the challenges faced in the field of marketing during this Digital Era?
