

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2019 – 2020 and thereafter)

SUBJECT CODE: 19CM/MC/MG44

B.Com. DEGREE EXAMINATION APRIL 2023
COMMERCE
FOURTH SEMESTER

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

MAX. MARKS: 100

SECTION – A

ANSWER ALL QUESTIONS: (10 x 2 =20)

1. Define Marketing.
2. Define the concepts of modern marketing.
3. What is Test Marketing?
4. Write a short note on Product mix.
5. Define Product Promotion.
6. Explain the significance of Public Relations in Marketing.
7. Mention any two factors influencing consumer behaviour.
8. Explain Product pricing.
9. Define Social marketing.
10. Define e-marketing.

SECTION – B

ANSWER ANY FIVE QUESTIONS: (5 x 8 = 40)

11. Explain the concept of sales oriented marketing.
12. What are the macro environmental factors affecting marketing?
13. What are the benefits of Product planning?
14. Explain the essentials of Direct marketing.
15. Explain the concept of product life cycle with examples.
16. What are the factors affecting pricing decisions?
17. Elucidate the recent trends and developments in Marketing Arena.

SECTION – C

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

18. Explain in detail the scope and functions of marketing.
19. Mention the factors affecting the choice of channels of distribution.
20. What are the stages of new product development?
21. Explain the methods of market segmentation with its advantages.
