

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2020–2021 and thereafter)

B.COM. DEGREE EXAMINATION NOVEMBER 2023
HONOURS
THIRD SEMESTER

COURSE : MAJOR – CORE
PAPER : PRINCIPLES OF MARKETING
SUBJECT CODE : 20BH/MC/PM34
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION – A

ANSWER ALL QUESTIONS: (10 x 2 = 20)

1. Define marketing.
2. State any two functions of marketing.
3. What is penetration pricing?
4. Write a note on product development.
5. Give the meaning of product mix.
6. What is market segmentation?
7. Write a note on channels of distribution.
8. Define personal selling.
9. What is a blanket brand?
10. State the meaning of brand loyalty.

SECTION – B

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

11. Elucidate the policies for price fixation.
12. Explain the importance of middlemen.
13. Describe the scope of marketing.
14. Explain the functions of labelling
15. Discuss the importance of Packaging.
16. Explain the features of a product.
17. Why do new products fail?

SECTION – C

ANSWER TWO QUESTIONS: (2 x 20 = 40)

(Question no 21 is compulsory)

18. Explain the classification of products.
19. Explain the factors influencing the choice of a suitable channel of distribution.
20. Discuss the different types of pricing for a product.

21. ABC Food Company is a leading player in the food industry, specializing in producing a wide range of packaged food products. The company's success depends not only on the quality of its products but also on effective packaging and labeling. In recent times, the company has faced challenges related to packaging and labeling compliance, sustainability, and customer satisfaction.

ABC Food Company packages its products in various materials such as plastic, paper, and glass. The labeling includes essential information like product name, ingredients, nutritional facts, expiration date, and barcode. The company follows regulatory guidelines but has received customer complaints about unclear instructions and damaged packaging upon delivery.

ABC Food Company operates in multiple countries, each with its own set of packaging and labeling regulations. Compliance with these regulations is crucial to avoid legal issues and ensure customer safety. The company faces challenges in keeping up-to-date with changing regulations and implementing necessary changes in packaging and labeling practices.

There is a growing demand for sustainable packaging among consumers. ABC Food Company is exploring eco-friendly alternatives to traditional packaging materials to reduce its environmental impact. However, finding sustainable materials that meet regulatory requirements and maintain product freshness poses a challenge.

Customer satisfaction is vital for the company's reputation and growth. ABC Food Company conducts regular surveys to gather feedback from customers regarding packaging and labeling. While customers appreciate the quality of the products, there are concerns about excessive packaging, non-biodegradable materials, and difficulties in reading the labels.

Questions

- a) What strategies can the company adopt to stay updated with changing regulations and implement necessary changes in packaging and labeling practices?
- b) How can the company educate consumers about the benefits of sustainable packaging and involve them in its sustainability initiatives?
- c) How can the company improve the readability and clarity of product labels to address customer concerns?
- d) What innovative packaging technologies can the company invest in to enhance both sustainability and customer satisfaction?
