

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86
(For candidates admitted from the academic year 2023 – 2024 and thereafter)

B.COM. DEGREE EXAMINATION, APRIL 2024
ACCOUNTING AND FINANCE
SECOND SEMESTER

COURSE : MAJOR CORE
PAPER : PRINCIPLES OF MARKETING
SUBJECT CODE : 23AF/MC/PM23
TIME : 3 HOURS

MAX. MARKS: 100

SECTION A (5 x 2 = 10)			
Q. No.	Answer all the questions in not exceeding 50 words:	CO	KL
1.	Define Marketing.	CO1	K1
2.	What is Relationship Marketing?	CO1	K1
3.	Give two merits of Personal Selling.	CO1	K1
4.	What is Skimming Pricing?	CO1	K1
5.	State the meaning of Market Segmentation.	CO1	K1
SECTION B (4 x 5 = 20)			
Q. No.	Answer any four questions in not exceeding 150 words:	CO	KL
6.	Describe the importance of Marketing Management.	CO1	K2
7.	Distinguish between Marketing and Selling	CO1	K2
8.	Explain PLC.	CO1	K2
9.	Examine the importance of Diversity Marketing.	CO1	K2
10.	What are the factors that affect the pricing policy?	CO1	K2
11.	Discuss the concept of Sports Marketing.	CO1	K2
SECTION C (4 x 10 = 40)			
Q. No.	Answer the following in not exceeding 500 words:	CO	KL
12. a.	Explain in detail the 7 P's of Marketing with relevant examples.	CO2	K3
b.	Elaborate how the concept of Marketing evolved.		
OR			
13. a.	Discuss the criteria for Market Segmentation.	CO2	K3
b.	Discuss the various types of Pricing Methods.		
OR			
14. a.	What is Social Cause Marketing? Explain with an example.	CO3	K4
b.	Explain the factors affecting the Choice of Distribution.		
OR			
15. a.	Explain the IMC tools with appropriate examples.	CO3	K4
b.	Give the pros and cons of Digital Marketing.		
SECTION D (2 x 15 = 30)			
Q. No.	Answer the questions in not exceeding 1000 words:	CO	KL
16. a.	Explain in detail the Functions of Marketing.	CO4	K5
b.	Illustrate the stages in the process of developing a New Product.		
OR			
17. a.	What is a product? Classify the types of products.	CO5	K6
b.	Discuss the IMC planning process.		
