

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

**B.COM. DEGREE EXAMINATION APRIL 2024**  
**COMMERCE**  
**FOURTH SEMESTER**

**COURSE : MAJOR – CORE**  
**PAPER : MARKETING**  
**SUBJECT CODE : 19CM/MC/MG44**  
**TIME : 3 HOURS** **MAX. MARKS: 100**

**SECTION – A**

**ANSWER ALL QUESTIONS: (10 x 2 =20)**

1. Explain product concept of Marketing.
2. Outline the functions of Marketing.
3. Define Product Policy.
4. What is PLC?
5. What is Cost-plus pricing strategy?
6. Explain any two factors which affects pricing of a product.
7. Define Consumer Behaviour.
8. What do you mean by psychographic market segmentation?
9. Define Cloud Marketing.
10. Describe Green Marketing.

**SECTION – B**

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

11. Explain the types of sales promotion measures.
12. Elaborate on the components of product planning.
13. What are the various factors affecting choice of channel of distribution?
14. Define Marketing. What are the classification of marketing?
15. What are the factors influencing consumer behaviour?
16. Write elaborately on consumer behaviour model.
17. Define Social Marketing. What are its significance?

**SECTION – C**

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

18. Summarise the different stages of new product development.
19. Discuss the various types of pricing strategy for a product.
20. Why is Market segmentation essential? Explain the methods of market segmentation.
21. Elaborate on the recent trends prevailing in marketing of a product or service.

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