

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

**B. COM DEGREE EXAMINATION, APRIL 2024**  
**COMMERCE**  
**SECOND SEMESTER**

**COURSE** : **MAJOR CORE**  
**PAPER** : **MARKETING**  
**SUBJECT CODE** : **23CM /MC/MG24**  
**TIME** : **3 HOURS**

**MAX. MARKS: 100**

<b>Q. No.</b>	<b>SECTION A</b> <b>Answer all the questions</b>	<b>(5 x 2 = 10)</b>	<b>CO</b>	<b>KL</b>
1.	Define Marketing		1	K1
2.	What is Personal Selling?		1	K1
3.	Who is called a wholesaler?		1	K1
4.	What is Market Segmentation?		1	K1
5.	Explain the concept – Social Marketing		1	K1
<b>Q. No.</b>	<b>SECTION B</b> <b>Answer all the questions</b>	<b>(5 x 2 = 10)</b>	<b>CO</b>	<b>KL</b>
6.	Write about the Selling concept in Marketing.		2	K 2
7.	What is Product Planning?		2	K 2
8.	Define – Pricing.		2	K 2
9.	What do you know about Market Targeting?		2	K 2
10.	What is Digital Marketing?		2	K 2
<b>Q. No.</b>	<b>SECTION C</b> <b>Answer any two questions</b>	<b>(2 x 10 = 20)</b>	<b>CO</b>	<b>KL</b>
11.	Explain the different types of Marketing.		3	K3
12.	Write a note on Product Mix.		3	K3
13.	Explain the stages in buying decision process.		3	K3
<b>Q. No.</b>	<b>SECTION D</b> <b>Answer any two questions</b>	<b>(2 x 10 = 20)</b>	<b>CO</b>	<b>KL</b>
14.	Explain the types of Pricing.		4	K4
15.	Enumerate the features of Rural Marketing.		4	K4
16.	Elaborate the Elements of Promotion Mix.		4	K4
<b>Q. No.</b>	<b>SECTION E</b> <b>Answer any two questions</b>	<b>(2 x 20 = 40)</b>	<b>CO</b>	<b>KL</b>
17.	Examine the functions of Marketing.		5	K5
18.	Evaluate the various stages in Product Life Cycle.		5	K5
19.	Elaborate the factors affecting Pricing.		5	K5
20.	Write about the various levels of Market Segmentation.		5	K5

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