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

M.COM. DEGREE EXAMINATION - APRIL 2024
COMMERCE
SECOND SEMESTER

COURSE   :   MAJOR CORE
PAPER   :   MARKETING MANAGEMENT
SUBJECT CODE :   23CM/PC/MM24
TIME   :   3 HOURS   MAX. MARKS: 100

Q. No.	SECTION A Answer all the questions: (4 x 5 = 20)	CO	KL
1	Define the term Marketing Management.	1	K1
2	Give meaning of Market Research and steps involved in it.	2	K2
3	Write a note on Promotional Mix.	1	K1
4	List out the different types of Distribution Channels.	2	K2
Q. No.	**SECTION B** Answer all the questions: (4x 10 = 40)	CO	KL
5	A) Examine why value and satisfaction are important for a customer.	3	K3
	(OR)		
	B) Why is it necessary to scan marketing environment? What are the controllable and uncontrollable variables in the marketing environment?	3	K3
6	A) Describe the process involved in the new product development.	3	K3
	(OR)		
	B) Examine the objectives and advantages of Marketing Research.	3	K3
7	A) Explain the characteristics and benefits of Market Information System.	4	K4
	(OR)		
	B) Analyse the distinctive features of the various elements of the promotion mix.	4	K4
8	A) How Wholesalers and Retailers are classified? Differentiate between Wholesaler and Retailer.	4	K4
	(OR)		
	B) Explain the importance of AI in marketing.	4	K4
Q. No.	**SECTION C** Answer any TWO questions: (2 x 20=40)	CO	KL
9	Discuss the various stages involved in PLC and explain the advantages.	5	K5
10	Elucidate on the factors affecting pricing decision and bring out the strategies used in pricing.	5	K5
11	How AI technologies used in marketing? Examine the Benefits and challenges of using AI in marketing.	5	K5

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