

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

B.COM. DEGREE EXAMINATION - NOVEMBER 2024
HONOURS
THIRD SEMESTER

COURSE : MAJOR CORE
PAPER : MARKETING MANAGEMENT
SUBJECT CODE : 23BH/MC/MM34
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION A				
Q. No.	Answer all the questions:	(5 x 2 = 10)	CO	KL
1.	Define Marketing.		1	K1
2.	Recall the term consumer behaviour.		1	K1
3.	What is product mix?		1	K1
4.	State the types of marketing channels.		1	K1
5.	List out any four new marketing concepts.		1	K1
SECTION B				
Q. No.	Answer any four questions:	(4 x 5 = 20)	CO	KL
6.	Describe the scope of marketing.		1	K 2
7.	Summarise the positioning strategies.		1	K 2
8.	How is marketing information are managed?		1	K 2
9.	Outline the objectives of product policy.		1	K 2
10.	Write a note on marketing communication process.		1	K 2
11.	State a few current sustainable marketing practices followed by companies.		1	K 2
SECTION C				
Q. No.	Answer any two questions:	(4 x 10 = 40)	CO	KL
12.	a) Identify and explain the functions of marketing. (OR) b) Describe the consumer buying behaviour process.		2	K3
13.	a) Elucidate the strategies used in product life cycle. (OR) b) Examine the Steps in Developing Effective Marketing Communication.		2	K3
14.	a) Analyse the components of marketing mix. (OR) b) Examine the factors influencing pricing strategy.		3	K4
15.	a) Explain channel design management. (OR) b) Differentiate between traditional and modern marketing strategies.		3	K4
SECTION D				
Q. No.	Answer any one questions:	(1 x 15 = 15)	CO	KL
16.	Explain the stages involved in new product development.		4	K5
17.	Critically analyse the customer retention strategies.		4	K5

Q. No.	SECTION E CASE STUDY: (1x15 =15)	CO	KL
18.	<p>Coca-Cola one of the world's leading beverage companies, has a diverse product portfolio and a strong global presence. The company uses a well-defined marketing mix to maintain its market leadership.</p> <p>Product: Coca-Cola offers a wide range of beverages, including Coca-Cola Classic, Diet Coke, Coca-Cola Zero, Fanta, Sprite, and more. The company continuously innovates by introducing new flavors and limited-edition products to cater to changing consumer preferences.</p> <p>Price: Coca-Cola employs a competitive pricing strategy. The company offers various packaging sizes at different price points to make its products accessible to a broad audience. This includes small cans and bottles for individual consumption and larger packs for families and events.</p> <p>Place: Coca-Cola has an extensive distribution network that ensures its products are available globally. The company uses a combination of direct distribution to large retailers and indirect distribution through wholesalers and smaller retailers. Coca-Cola products are found in supermarkets, convenience stores, restaurants and vending machines.</p> <p>Promotion: Coca-Cola's promotional strategies are diverse and impactful. The company invests heavily in advertising across various media, including TV, radio, print, and digital platforms. Coca-Cola also engages in sponsorships, partnerships, and promotional events. Iconic campaigns like "Share a Coke" have significantly boosted brand engagement and sales.</p> <p>Answer the following questions:</p> <p>a) How does Coca-Cola's product diversity contribute to its market leadership?</p> <p>b) What pricing strategies does Coca-Cola use to cater to different market segments?</p> <p>c) How does Coca-Cola ensure its products are widely available?</p> <p>d) What promotional tactics have been most effective for Coca Cola?</p> <p>e) How can Coca-Cola continue to innovate in its marketing mix to stay ahead of competitors?</p>	5	K6
