

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.**  
**(For candidates admitted during the academic year 2011-12)**

**SUBJECT CODE : 11CM/PE/EM24**

**M.Com. DEGREE EXAMINATION APRIL 2012**  
**COMMERCE**  
**SECOND SEMESTER**

**COURSE : ELECTIVE**  
**PAPER : ESSENTIALS OF MARKETING**  
**TIME : 3 HOURS** **MAX. MARKS : 100**

**SECTION – A**

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

1. Define Marketing .Explain the Modern Marketing Concept.
2. How does a marketer build and sustain customer relationship?
3. Bring out the significance and characteristics of the various stages of the PLC.
4. What are the elements of the Integrated Marketing Communication?
5. “A Holistic marketer emphasizes three important new themes in designing a brand building program: personalization, integration and internalization”. Explain.
6. “Price is the only element that produces revenue, the others produce cost” .Elucidate this statement in the context of the objectives of a price strategy.
7. Classify the intermediaries from the point of view of retailing. What are the latest trends in channel management today?
8. Discuss the role of effective salesmanship in modern marketing.

**SECTION – B**

**ANSWER ANY THREE QUESTIONS: ( 3 x 20 = 60 )**

9. “Within the rapidly changing global picture, marketers must be aware of six major environmental forces.” Identify and explain these forces that affect the demographic and economic environment of the market.
10. Discuss the various promotional tools used in promoting a brand. Illustrate with relevant examples.
11. “At the heart of a great brand is a great product. A new product is a key element in the market offering”. Bring out the essence of this statement by enumerating the various stages in the process of new product development.
12. Explain and elaborate the following terms :
  1. Public Relations
  2. Promotion mix
  3. Brand equity
  4. Customer Relationships
13. Bring out the nature and importance of marketing channel members.

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