

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86
(For candidates admitted from the academic year 2025 – 2026)

B.Com. DEGREE: EXAMINATION, APRIL 2026
ACCOUNTING AND FINANCE
SECOND SEMESTER

COURSE : CORE
PAPER : PRINCIPLES OF MARKETING
SUBJECT CODE : 25AF/MC/PM25
TIME : 3 HOURS

MAX. MARKS: 100

SECTION A				
Q. No.	Answer all the questions:	(4 x 2.5 = 10)	CO	KL
1.	Define “Marketing”.		1	K1
2.	What is Product Management?		1	K1
3.	List any five channels of distribution.		1	K1
4.	Write a note on Sports marketing.		1	K1
SECTION B				
Q. No.	Answer all the questions:	(4 x 5 = 20)	CO	KL
5.	Explain the term market segmentation.		2	K2
6.	Illustrate any three strategies used in pricing.		2	K2
7.	Infer on the purpose of Integrated Marketing Communication.		2	K2
8.	Outline the trends in digital marketing.		2	K2
SECTION C				
Q. No.	Answer any two questions:	(2 x 10 = 20)	CO	KL
9.	Develop a marketing mix for a retail store.		3	K3
10.	Identify the factors affecting pricing strategies.		3	K3
11.	Explain the product life cycle with example.		3	K3
SECTION D				
Q. No.	Answer any two questions:	(2 x 10 = 20)	CO	KL
12.	Analyze the factors affecting choice of distribution channels.		4	K4
13.	Classify the IMC planning process.		4	K4
14.	Give your inference on social cause marketing.		4	K4
SECTION E				
Q. No.	Answer any two questions:	(2 x 15 = 30)	CO	KL
15.	Explain the functions of marketing.		5	K5
16.	Discuss the process of new product development.		5	K5
17.	Explain in detail the different methods of pricing.		5	K5
18.	Elucidate the tools for IMC.		5	K5
