

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

B.COM. DEGREE EXAMINATION – APRIL 2026
BANKING, FINANCE AND ENTREPRENEURSHIP
SIXTH SEMESTER

COURSE : MAJOR CORE
PAPER : MARKETING AND ADVERTISING
SUBJECT CODE : 23BF/MC/MA63
TIME : 3 HOURS

MAX. MARKS: 100

SECTION A				
Q. No.	Answer all the questions not exceeding 50 words.	(5 x 2 = 10)	CO	KL
1.	Define Marketing.		1	K1
2.	Why is Product Management important?		1	K1
3.	Write a note on Direct Sales.		1	K1
4.	What is indoor media marketing?		1	K1
5.	List out the factors affecting Price of a product.		1	K1
SECTION B				
Q. No.	Answer any four questions not exceeding 150 words.	(4 x 5 = 20)	CO	KL
6.	Discuss the core concepts of Marketing.		2	K2
7.	What are the benefits of Market Segmentation?		2	K2
8.	What is the role of media in marketing a product?		2	K2
9.	Briefly explain the legal implications of Pricing.		2	K2
10.	Describe the product lifecycle concept.		2	K2
11.	Write a note on Social Media Marketing.		2	K2
SECTION C				
Q. No.	Answer the following questions not exceeding 500 words.	(4 x 10 = 40)	CO	KL
12.	a) Define marketing mix. Explain the 7P's of Marketing Mix. (OR) b) Explain the elements of Creative Ad Design.		3	K3
13.	a) What are the functions of Ad Agencies? (OR) b) Elucidate the Media Planning Selection and Scheduling Strategies.		3	K3
14.	a) Explain the different Pricing Strategy. (OR) b) Discuss the classification of Product in marketing.		4	K4
15.	a) What are the various channels of distribution? (OR) b) Discuss the various functions of Marketing.		4	K4
SECTION D				
Q. No.	Answer any two questions not exceeding 1000 words.	(2 x 15 = 30)	CO	KL
16.	Explain the stages in New Product Development.		5	K5
17.	What is Advertising? Discuss the various types of Advertising and its merits and demerits.		5	K5
18.	Explain the factors affecting the Choice of Distribution.		5	K5
