

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

**B.Com. DEGREE: EXAMINATION, APRIL 2026**  
**CORPORATE SECRETARYSHIP**  
**SIXTH SEMESTER**

**COURSE : MAJOR ELECTIVE**  
**PAPER : ESSENTIALS OF MARKETING**  
**SUBJECT CODE : 23CO/ME/EM45**  
**TIME : 3 HOURS**

**MAX. MARKS: 100**

<b>SECTION A</b>				
<b>Q. No.</b>	<b>Answer all the questions</b>	<b>(5 x 2 = 10)</b>	<b>CO</b>	<b>KL</b>
1.	Define marketing.		1	K1
2.	What is Labelling?		1	K1
3.	Write a note on pricing.		1	K1
4.	Who is a wholesaler?		1	K1
5.	Define advertising.		1	K1
<b>SECTION B</b>				
<b>Q. No.</b>	<b>Answer any four questions</b>	<b>(4 x 5 = 20)</b>	<b>CO</b>	<b>KL</b>
6.	Classify the elements of marketing mix.		2	K 2
7.	State the functions of packaging.		2	K 2
8.	Write a note on pricing policy.		2	K 2
9.	Explain the term physical distribution.		2	K 2
10.	Identify the importance of sales promotion.		2	K2
11.	Give a brief note on consumer rights.		2	K2
<b>SECTION C</b>				
<b>Q. No.</b>	<b>Answer the following questions</b>	<b>(4 x 10 = 40)</b>	<b>CO</b>	<b>KL</b>
12.	a. Illustrate on the importance and scope of marketing. <b>Or</b> b. Briefly explain about consumer driven marketing Strategies.		3	K3
13.	a. Describe the stages of product life cycle. <b>Or</b> b. Discuss the importance and types of direct marketing.		3	K3
14.	a. Explain the factors affecting pricing. <b>Or</b> b. Describe the role of channel members.		4	K4
15.	a. Explain the factors affecting choice of channel. <b>Or</b> b. Discuss the role of publicity in marketing.		4	K4
<b>SECTION D</b>				
<b>Q. No.</b>	<b>Answer any two questions</b>	<b>(2 x 15 = 30)</b>	<b>CO</b>	<b>KL</b>
16.	Discuss the core marketing concepts.		5	K5
17.	Illustrate the process of new product development.		5	K5
18.	Elucidate the different approaches to pricing.		5	K5

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