

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

M.COM DEGREE EXAMINATION, APRIL 2026
COMMERCE
SECOND SEMESTER

COURSE : CORE
PAPER : MARKETING MANAGEMENT
SUBJECT CODE : 23CM/PC/MM24
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION A				
Q. No.	Answer all questions	(4 x 5 = 20)	CO	KL
1	Explain the holistic marketing concept.		1	K1
2	Who are wholesalers? Describe their characteristics and classifications of wholesalers.		2	K2
3	Explain the elements of promotional mix.		1	K1
4	State the benefits of AI in marketing.		2	K2
SECTION B				
Q. No.	Answer the following questions	(4 x 10 = 40)	CO	KL
5	A) Explain the types of major macro environment. (OR) B) Describe the core concepts of marketing management.		3	K3
6	A) Explain the Stages of PLC with diagram. (OR) B) Choose a familiar brand and discuss how it maintains quality and consistency to ensure long-term customer satisfaction.		3	K3
7	A) Evaluate the stages of conducting market research. (OR) B) Briefly explain various pricing policies with suitable examples.		4	K4
8	A) Discuss various levels of product with examples. (OR) B) Explain the various techniques involved in market scanning.		4	K4
SECTION C				
Q. No.	Answer the following questions	(2 x 20 = 40)	CO	KL
9	A) Explain various stages involved in new product development and assess how it improves the modern business. (OR) B) Critically evaluate the relationship between customer value, customer satisfaction, and customer loyalty. How do they collectively influence long-term business performance?		5	K5
10	A) Explain the various types of channels of distribution with diagram. (OR) B) Assess the potential future risks of overdependence on AI in marketing. How can companies balance AI automation with human creativity?		5	K5
