

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086
(For candidates admitted from the academic year 2009– 10)

SUBJECT CODE: PR/PE/MK23

M. A. DEGREE EXAMINATION, APRIL 2010
PUBLIC RELATIONS
SECOND SEMESTER

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

SECTION – A

ANSWER ALL QUESTIONS IN NOT LESS THAN 50 WORDS: (10 X 2 = 20)

1. Define marketing management.
2. What is a niche market?
3. State any two criteria for market segmentation.
4. Briefly explain the modern marketing concept.
5. How does a customer differentiate the products?
6. Identify the goals of social marketing.
7. What do you understand by Integrated Marketing Communication?
8. State the campaign theme for pulse Polio program.
9. Write a short note on marketing mix.
10. Why it is necessary to retain customers?

SECTION – B

ANSWER ANY FIVE QUESTIONS IN NOT LESS THAN 250 WORDS: (5 X 8 = 40)

11. How do the marketers develop a positioning strategy for a service product?
12. Explain the important rules to be followed in press publicity.
13. Determine the role of Public Relations in a corporation.
14. Identify any three strategies for promoting women's empowerment.
15. Explain any three phases of Public Relations influence on peoples attitude towards an Organization.
16. Discuss the possibility of effective Public Relations in college to raise fund for a social cause.
17. What are the stages involved in branding decisions?

SECTION – C

ANSWER ANY TWO QUESTIONS IN NOT LESS THAN 1000 WORDS :(2 X 20 = 40)

18. Create an awareness program about “What reading does to people is not nearly so important as what people do to reading”.
19. Research is a long drawn process. Explain.
20. Explain the ways of organizing the marketing department.
21. Draft a PR campaign for protecting mother earth.
