

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2011 – 2012 & thereafter)

SUBJECT CODE: 11CM/PC/MM14

M.Com. DEGREE EXAMINATION NOVEMBER 2012
COMMERCE
FIRST SEMESTER

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

SECTION – A

I. ANSWER ANY FIVE QUESTIONS: (5 x 8 = 40)

1. Briefly discuss the differences between Marketing and Selling.
2. Explain different kinds of markets.
3. What is consumer behaviour? Discuss any 5 factors influencing consumer behaviour.
4. What are the bases of segmenting a market?
5. Explain the significance of product planning.
6. State any five functions of Branding.
7. What is Promotion mix? Briefly discuss the factors affecting promotion mix.
8. Discuss the reasons for failure of a product.

SECTION – B

II. ANSWER ANY THREE QUESTIONS: (3 x 20=60)

9. What do you mean by Product Life Cycle? State the PLC of the market for Cigarettes.
10. Elaborately discuss the factors to be considered for marketing decision making of 21st century.
11. Discuss the trend in the channels of distribution with respect to a retail outlet.
12. What is market segmentation? How can a paint manufacturing company segment its market for targeting the right type of customers?
13. Discuss the different pricing policies. How does the price of petrol get fixed in India?
