

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.**  
**(For candidates admitted during the academic year 2011-12 & thereafter)**

**SUBJECT CODE : 11CM/PE/EM24**

**M.Com. DEGREE EXAMINATION APRIL 2013**  
**COMMERCE**  
**SECOND SEMESTER**

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

**SECTION – A**

**ANSWER ANY FIVE QUESTIONS: (5x8=40)**

1. Explain the core concepts of Marketing.
2. Highlight the channel design decisions related to retailing. Also explain any four classifications of large scale retailers.
3. What are the elements in the Integrated Marketing Communication Mix?
4. Bring out the significance of each stage of the Product Life Cycle with relevant examples.
5. What do you mean by Relationship Marketing? Explain the process involved in customer development.
6. What is a Brand? Explain the levels of meaning a brand can convey.
7. What are the factors influencing channel selection?
8. Explain the features of an Advertisement Copy.

**SECTION – B**

**ANSWER ANY THREE QUESTIONS: (3x20=60)**

9. How can a firm respond to the environment in which it exists? Explain micro and macro marketing environment.
10. Explain the stages in new product development.
11. Describe the kinds of pricing decisions taken by a marketer. Explain the objectives and factors that affect the same.
12. Explain the steps involved in effective communication in marketing.
13. What are the factors to be considered in choice of a Channel Member? Explain the nature and importance of marketing channels.

**\*\*\*\*\***