

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

**SUBJECT CODE: PR/PE/MK23**

**M. A. DEGREE EXAMINATION, APRIL 2011**  
**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. Explain the Marketing Concept.
2. Define Marketing.
3. What is Marketing Information system?
4. What are the uses of Marketing Research?
5. Mention two principles of Sampling and explain.
6. Differentiate between social marketing and business marketing.
7. Name any one marketing practice that can be used for protection of the girl child.
8. Explain one marketing strategy for prevention of HIV/AIDS.
9. Explain social marketing with two examples.
10. Explain the importance of fundraising.

**SECTION – B**

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

11. What are the 8 factors of the scope of marketing? Illustrate with two examples for each.
12. Distinguish between Marketing Research and Market Research.
13. What are the two kinds of Marketing Audit? Explain.
14. Mention the purpose and goals of Social Marketing.
15. Which medium you would prefer for Social marketing initiatives? Give examples.
16. Write a PR brief to generate a campaign on the dangers of 'Alcohol'.
17. Explain the skills needed to organise social marketing event.

**SECTION – C**

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

18. What is Market Segmentation? State its benefits and limitations.
19. Discuss the points to be considered while constructing a questionnaire.
20. How can Public Relations help in coordinating relief efforts for the earthquake in Japan?
21. As a PR manager, outline a plan to organise a Fund Raiser to raise awareness on 'Child Trafficking'.

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