

**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 2013**  
**COMMERCE**  
**FIRST SEMESTER**

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

**SECTION – A**

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

1. Discuss current trends in the cultural environment of which marketers must be aware of and provide examples of any two companies' responses to each trend.
2. How can companies both attract and retain customers.
3. Explain the parts of MIS and also explain how companies use MIS.
4. Describe the stages of PLC and how marketing strategies change during the PLC.
5. How can a company build and manage its product mix.
6. Discuss briefly how companies differentiate and position their products for maximum competitive advantage in the market place.
7. Outline the communication process and the steps in developing effective marketing communication.
8. Define the five promotional mix tools for communicating customer value.

**SECTION – B**

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

9. What orientations do companies exhibit in the market place? How are companies and marketers responding to the new challenges?
10. Describe the four major sets of variables that might be used in segmenting consumer markets. Which segmenting variable(s) do you think Pizza Hut is using?
11. Describe the major steps in the new product development process.
12. What decisions do companies face in designing, managing, evaluating and modifying their channels?
13. How should a price be set on product/service for the first time?

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