

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

**SUBJECT CODE : 11CM/MC/MG14**

**B.Com. DEGREE EXAMINATION NOVEMBER 2011**  
**COMMERCE**  
**FIRST SEMESTER**

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

**SECTION – A**

**ANSWER ALL QUESTIONS: ( 10 x 3 = 30 )**

1. Define Marketing.
2. What are channels of distribution?
3. Define a Product.
4. What is a Product Mix?
5. Explain product planning.
6. What is a Family brand?
7. Explain labeling and the purpose of labeling.
8. What is Re-use packaging?
9. Write a note on “Demand-based” Pricing.
10. Define market segmentation.

**SECTION – B**

**ANSWER ANY FIVE QUESTIONS: ( 5 x 6 = 30 )**

11. Explain the concept of sales oriented marketing.
12. What are the different classifications of distribution channels?
13. Define product life cycle. Explain the concept of the Product Life Cycle with examples.
14. Bring out the reasons for product failure.
15. What are the advantages of branding?
16. List the functions of product packaging.
17. Explain the benefits of market segmentation.

**SECTION – C**

**ANSWER ANY TWO QUESTIONS: ( 2 x 20 = 40 )**

18. Explain in detail the scope and functions of marketing.
19. Mention the factors affecting the choice of channels of distribution.
20. What are the stages of new product development?
21. Explain the factors influencing pricing strategy.

▲▲▲▲▲▲▲▲▲▲

