

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

SUBJECT CODE: 11CM/PC/MM14

M.Com. DEGREE EXAMINATION NOVEMBER 2011
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. “Marketing begins with Customers and ends with Customers” - Discuss.
2. Explain how changes in demographic environment affect marketing decisions.
3. “A product is a set of tangible and intangible attributes” - Explain.
4. Explain the objectives of concept testing in developing a new product.
5. “Marketing Information System is called the life – blood of marketing” – Comment on this statement.
6. Explain the steps involved in developing effective communication.
7. What are the prerequisites for the success of mail order business?
8. What are the special problems encountered in pricing?

SECTION – B

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

9. Explain the impact of internet technologies on marketing of goods and services.
10. Suggest a useful way to segment market for the following products:
a) Detergent Soap b) T.V. Sets c) House hold Furniture
11. Briefly explain the Brand Strategy Decisions.
12. Suggest the appropriate marketing strategies for each of the stages of the product life cycle.
13. Explain the factors determining the choice of a suitable channel of distribution.
