

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2004 – 2005 & thereafter)

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

B.Com. DEGREE EXAMINATION NOVEMBER 2007
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 do you mean by social marketing?
3. What is risk absorption?
4. What are the differences between Agent middlemen and merchant middlemen?
5. What is a brand name?
6. What are the functions of labelling?
7. What is cost plus pricing?
8. What is penetration pricing?
9. Define market segmentation?
10. Explain market targetting?

SECTION - B

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

11. Explain the benefits of modern concept of marketing.
12. Explain briefly the various functions of marketing.
13. What do you mean by demographic segmentation of markets?
14. What are the factors influencing selection of a channel?
15. What is product diversification? Explain the objectives of diversification?

16. What are the objectives of packaging?
17. Explain the process of price determination.

SECTION - C

ANSWER ANY TWO QUESTIONS:

(2 x 20 = 40)

18. What is a new product? Explain in detail the new product development.
19. What are the factors influencing pricing decision?
20. Explain the important sources of marketing finance.
21. Describe the advantages and disadvantages of branding.

