

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2008-09)

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

B.Com. DEGREE EXAMINATION NOVEMBER 2008
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. Write a short note on channels of distribution?
3. What are industrial goods?
4. What is a product?
5. What are the intangible attributes of a product?
6. Explain product standardization?
7. What do you mean by family brands?
8. What is cost oriented pricing policy?
9. What is penetration pricing?
10. What is marketing mix?

SECTION – B

ANSWER ANY FIVE QUESTIONS:

(5 x 6 = 30)

11. Write in brief on the concepts of modern marketing?
12. Define product mix? What are the factors influencing product mix?
13. Explain the advantages of branding?
14. Explain the functions of packaging?
15. What are the kinds of labeling?

16. Explain Test Marketing? What are the objectives of test marketing?
17. Describe pricing objectives.

SECTION – C

ANSWER ANY TWO QUESTIONS:

(2 x 20 = 40)

18. What are the functions of marketing?
19. Explain the factors affecting selection of distribution channels?
20. What are the factors influencing pricing decision?
21. Explain the various types of market segmentation?

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