

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

SUBJECT CODE : 11CM/PE/EM24

**M.Com. DEGREE EXAMINATION APRIL 2014
COMMERCE
SECOND SEMESTER**

**COURSE : ELECTIVE
PAPER : ESSENTIALS OF MARKETING
TIME : 3 HOURS** **MAX. MARKS : 100**

SECTION – A

ANSWER ANY FIVE QUESTIONS: (5x8=40)

1. Explain the core concept of marketing.
2. Explain the factors that influence the channel decisions.
3. Determine the factors that influence the pricing decision.
4. Identify the stages involved in the Product life cycle.
5. Explain any two tools used for competitive differentiation.
6. Discuss the stage in building customer relationship.
7. What are the stages involved in brand building?
8. Write a short note on promotional mix and communication mix.

SECTION – B

ANSWER ANY THREE QUESTIONS: (3x20=60)

9. Explain the various stages of new product development.
10. Discuss the elements of marketing in the micro and macro environment.
11. Classify the different kinds of the channels of distribution.
12. Discuss the marketing communication process.
13. Explain Branding as an important strategy.
