

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

SUBJECT CODE: 11PR/PE/MK14

M. A. DEGREE EXAMINATION, NOVEMBER 2011
PUBLIC RELATIONS
FIRST SEMESTER

COURSE : ELECTIVE

PAPER : MARKETING MANAGEMENT

TIME : 3 HOURS

MAX. MARKS: 100

SECTION – A

ANSWER ALL QUESTIONS IN NOT LESS THAN 50 WORDS: (10 X 2 = 20)

1. Define marketing. What are the types of marketing?
2. Distinguish between social and commercial marketing.
3. What is market segmentation?
4. Define a brand and explain what brand equity is?
5. What is sampling and why is it used?
6. What is brand positioning? How is it used to boost sales?
7. Briefly explain a social marketing strategy for promoting 'stop tobacco usage' concept.
8. What are the 8 Ps of social marketing?
9. How does marketing concept differ from sales concept?
10. Give two examples of fundraisers.

SECTION – B

ANSWER ANY FIVE QUESTIONS IN NOT LESS THAN 250 WORDS :(5 X 8 = 40)

11. Elaborate on market segmentation, targeting and positioning strategy for a product or service of your choice.
12. Is cause related social marketing good for the image of corporates? Elucidate with examples.
13. Is Integrated Marketing Communications a holistic approach to marketing? Why?
14. Provide a detailed analysis of a recent Social marketing campaign that you came across and explain if the message was clearly communicated to the target audience?
15. Explain how PR can help in coordinating relief efforts after a natural disaster such as an earthquake.
16. There is a popular statement of ad agencies which says, '*Advertising is the solution. Now, what is the problem*' is this approach right? Detail with respect to the 4Ps of marketing mix.

17. Assuming you are the PR head of an upcoming mall, devise a marketing and PR strategy to sell mall space as well as to attract foot fall of customers to the mall.

SECTION – C

ANSWER ANY TWO QUESTIONS IN NOT LESS THAN 1000 WORDS: (2 x 20 = 40)

18. What is social marketing and what are its goals? What according to you is the best medium for social marketing and briefly explain why?
19. Recall a campaign or a case study where marketing and PR was successfully integrated to bring about the desired results.
20. What points are to be considered while designing a market research questionnaire? Prepare a closed ended questionnaire for a cell phone brand planning to enter a rural market.
21. What is a Fund Raiser? Prepare a plan for a fund raiser for promoting hygiene practices in the rural.
