

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2012 – 13 & thereafter)

SUBJECT CODE: 12PR/PC/MK14

M. A. DEGREE EXAMINATION, NOVEMBER 2014
PUBLIC RELATIONS
FIRST SEMESTER

COURSE : CORE

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. What is Integrated Communication?
2. Define Market Segmentation.
3. Identify the scope of Marketing.
4. What is Marketing Mix?
5. Differentiate Market Research and Marketing Research.
6. Who are Target Audience? Give an example.
7. State the qualities of a good questionnaire.
8. Write a note about the core concepts of Marketing.
9. Differentiate social and commercial Marketing.
10. What is brand relaunch? Give an example.

SECTION – B

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

11. Discuss the various elements of Social Marketing with an example.
12. Formulate Marketing strategies for a Toothpaste and justify your answer.
13. Corporate and Non-Corporate sectors are dominated by Marketing. Do you agree?
14. Discuss the role of PR in co-ordinating Flood Relief efforts.
15. Explain the criteria for Market Segmentation.
16. Discuss the possibilities of initiating Marketing through PR.
17. Explain the methods used to gather primary data for Market Research.

SECTION – C

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

18. Draft a PR event to show how tobacco advertising may influence children smoking.
19. Discuss the reasons and methods adopted for political success by the present Government due to its effective PR Campaign.
20. Develop a social marketing plan for Road Safety.
21. Draft a campaign to create awareness among college students about animal testing whenever they use cosmetics.
