

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2011 – 2012 & thereafter)

SUBJECT CODE: 11CM/PC/MM14

M.Com. DEGREE EXAMINATION NOVEMBER 2014
COMMERCE
FIRST SEMESTER

COURSE : MAJOR CORE
PAPER : MARKETING MANAGEMENT
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION – A

I. ANSWER ANY FIVE QUESTIONS: (5 x 8 = 40)

1. Explain the importance of Customer Value and Customer Satisfaction.
2. Explain the merits of technology in the marketing environment.
3. Explain Customer Relationship Management.
4. Explain Position Strategy in Marketing.
5. Explain Product and Service Classifications.
6. Discuss Product Life Cycle.
7. Explain the significance of Branding.
8. Explain the importance of Marketing Channel.

SECTION – B

II. ANSWER ANY THREE QUESTIONS: (3 x 20 = 60)

9. Discuss Marketing Management in the Digital Age.
10. Explain Marketing Environment.
11. Explain the New-Product Development Decision Process.
12. Explain New Product Pricing Strategies.
13. Explain the steps in developing effective communication for Marketing.
