

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

SUBJECT CODE: 11CM/MC/MG14

B.Com. / B.Com.(C.S) DEGREE EXAMINATION NOVEMBER 2013
COMMERCE
CORPORATE SECRETARYSHIP
FIRST SEMESTER

COURSE : MAJOR CORE
PAPER : MARKETING
TIME : 3 HOURS

MAX. MARKS: 100

SECTION A - (10 x 3 = 30 marks)
Answer ALL questions

1. Define “Marketing”.
2. What is meant by Scattered Buying?
3. Write a short note on Franchise Selling.
4. What is Intensive Distribution?
5. What do you understand by Product Simplification?
6. What is Product Repositioning?
7. What is meant by Co-branding?
8. What is Multiple Packaging?
9. What do you understand by Penetration Pricing?
10. Write a short note on Niche Marketing.

SECTION B - (5 x 6 = 30 marks)
Answer any FIVE questions.

11. Briefly explain the essence of modern marketing concept.
12. Elucidate the essential functions of channel members.
13. What is meant by PLC? Explain its various concepts and suggest the appropriate marketing strategies for each of the stages.
14. What is Product Testing? What are the different kinds of test done in this respect?
15. Explain the most important characteristics of a successful brand.

16. What are the pros and cons of labeling?
17. Explain which segmentation variables would be most important to market a global coffee company in India.

SECTION C - (2 x 20 = 40 marks)
Answer any TWO questions.

18. Discuss in detail the various facilitating functions of marketing.
19. Discuss the classification of retailers, and explain the role played by them.
20. What is a new product? Explain the stages involved in developing a new product.
21. Discuss elaborately the various factors that affect a pricing decision.
