

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2009 – 2010 & thereafter)

SUBJECT CODE: CM/PC/MM14

M.Com. DEGREE EXAMINATION NOVEMBER 2010
COMMERCE
FIRST SEMESTER

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

SECTION – A

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

1. Define Marketing and discuss its significance in the modern world.
2. “The 21st Century is going to throw a lot of challenges and offer many opportunities to marketing managers today”. Elucidate.
3. Forecasting is like trying to drive a car blindfold and following directions given by a person who is looking out of the back window. Comment and discuss the methods of estimating future demand.
4. Explain the positioning and differentiating strategies through stages in product life cycle.
5. How would you help your organization in developing a new product of your choice?
6. What do you understand by “Marketing Information System”? What information will marketing managers use for a “New Industrial Product” and a “New Consumer Product”?
7. Discuss how target markets are selected.
8. What could be the objectives of pricing in modern marketing?

SECTION – B

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

9. Indicate the guiding principles for fixing product pricing. Why is price discrimination permitted?
10. Identify a business firm in your locality and study its marketing activities and analyse whether it is really consumer-oriented. If so list out the activities they undertake in this regard.
11. “Concentration, Equalisation and Dispersion are the soul of marketing”. Comment.
12. Describe in detail about the Channel design and factors influencing Channel Choice.
13. Discuss the process of Integrated Marketing Communication.

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