

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

SUBJECT CODE : 11CM/PE/EM24

M.Com. DEGREE EXAMINATION APRIL 2015
COMMERCE
SECOND SEMESTER

COURSE : ELECTIVE
PAPER : ESSENTIALS OF MARKETING
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION – A

ANSWER ANY FIVE QUESTIONS: (5x8=40)

1. Identify the key elements of a customer –driven marketing strategy and discuss marketing management orientations that guide marketing strategy.
2. Explain how changes in the demographic and economic environments affect marketing decisions.
3. Discuss branding strategy – the decisions companies make in building and managing their brands.
4. List and define the steps in new product development process.
5. Explain the three general approaches to setting prices.
6. Discuss how companies adjust their prices to take in to account different types of customers and situations.
7. Define the roles of advertising, sales promotion and public relations in the promotional mix.
8. Discuss the process and advantages of integrated marketing communications.

SECTION – B

ANSWER ANY THREE QUESTIONS: (3x20=60)

9. Discuss in detail the steps in developing effective communication.
10. What is retailing? Bring out the different types of retailers.
11. Identify and elaborate on the internal factors and external factors affecting pricing decisions.
12. Discuss how companies find a set of prices that maximize the profits from the total product mix and also discuss the key issues related to initiating and responding to price changes.
13. Describe in detail the stages of the PLC and also explain how marketing strategies change during PLC.
