

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

SUBJECT CODE: CM/PC/MM14

M.Com. DEGREE EXAMINATION NOVEMBER 2009
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. Explain the approaches of Marketing in the 21st Century.
2. Discuss, what adds to the value satisfaction of modern day consumers.
3. What factors do you think would enable your customer to stay with you permanently?
4. What is meant by product life cycle? Explain the stages of PLC.
5. Discuss the factors that influence Pricing of a consumer durable.
6. Explain any 2 important strategies that may be adopted for alteration of a product mix.
7. What is branding? State the objectives and strategies of branding.
8. How will you design a channel? What factors are to be considered for channel choice?

SECTION – B

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

9. Examine the role of marketing and other functions in shaping a Global Business.
10. Identify a product / service and describe how a radically different approach to communicating with the market would deliver better results?
11. What do companies need to know about their competition? Comment on the aggressive strategies adopted by market leaders?
12. Describe the process of developing and introducing a new product.
13. What is Marketing Information System? State the need and importance of integrating the modern communication in measuring the demand for a product of a company.

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