

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2015 – 2016)

SUBJECT CODE: 15CM/PC/MM14

M.Com. DEGREE EXAMINATION NOVEMBER 2015
COMMERCE
FIRST SEMESTER

COURSE : MAJOR CORE
PAPER : MARKETING MANAGEMENT
TIME : 3 HOURS

MAX. MARKS: 100

SECTION – A

ANSWER ANY SIX QUESTIONS:

(6 x 10 = 60)

1. What are the major concepts and tools of marketing?
2. State briefly the influence of the 4 Ms on the internal environment.
3. Explain the different stages of product life cycle and strategies to be followed for each stage.
4. Briefly explain the various methods of pricing.
5. Discuss the emerging new trends and challenges to measures in online marketing.
6. Explain market segmentation, targeting and positioning with a real life example.
7. Outline the stages in new product development.
8. Explain the following terms:
 - a) E-Commerce
 - b) M-Commerce

SECTION – B

ANSWER ANY TWO QUESTIONS:

(2 x 20 = 40)

9. State the modern marketing concept. How does it differ from traditional concept?
10. Discuss the various Internal and External forces that determine the marketing environment.
11. Discuss the impact of advertising on Products and Consumers.
12. Discuss the problems faced by the consumers in online marketing.
