

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

SUBJECT CODE: 15CM/MC/MG14

B.Com. / B.Com.(C.S) DEGREE EXAMINATION NOVEMBER 2015
COMMERCE
CORPORATE SECRETARYSHIP
FIRST SEMESTER

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

MAX. MARKS: 100

SECTION – A

ANSWER ALL QUESTIONS:

(10 x 2 = 20)

1. Define Marketing.
2. What is a label?
3. What do you mean by Product Policy?
4. What is product Diversification?
5. What are the basic Pricing Policies?
6. What is Market Segmentation?
7. What is Brand Name?
8. What are the various types of packages?
9. What is Physical Distribution?
10. Who is a wholesaler?

SECTION – B

ANSWER ANY FIVE QUESTIONS:

(5 x 8 = 40)

11. Bring out the importance of marketing.
12. What is meant by Product Life Cycle? Explain the different stages of the Product Life Cycle.
13. Explain the factors affecting pricing decisions.
14. What are the different kinds of brands?
15. What are the major functions of package?
16. What are the factors that determine channel of distribution?
17. Briefly discuss the merits of advertising.

SECTION – C

ANSWER ANY TWO QUESTIONS:

(2 x 20 = 40)

18. Explain briefly the various functions of marketing.
19. Why do some products fail? Suggest measures to overcome product failures.
20. Describe the various methods of segmenting the market.
21. Explain the features and merits of a Departmental Store.
