

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.**  
**(For candidates admitted during the academic year 2008-09 & thereafter)**

**SUBJECT CODE : CM/MC/MG14**  
**B.Com. DEGREE EXAMINATION NOVEMBER 2010**  
**COMMERCE**  
**FIRST SEMESTER**

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

**SECTION – A**

**ANSWER ALL QUESTIONS: ( 10 x 3 = 30 )**

1. What is “Modern Marketing Concept”?
2. What is product line? Illustrate with an example.
3. What is meant by “Corporate vertical distribution Channel”? Name any Company using this type of channel in India.
4. Write the meaning of “Franchising”.
5. What is “Channel Conflict”?
6. What is “Co-Branding”?
7. What is meant by “Brand Equity”?
8. Write the meaning of “skimming the Cream Pricing”. Name any product or service for which this kind of pricing is more appropriate.
9. What is “Market segmentation”?
10. What is “USP”?

**SECTION – B**

**ANSWER ANY FIVE QUESTIONS: ( 5 x 6 = 30 )**

11. Differentiate between “Selling” and “Marketing”.
12. Describe the functions of the members of marketing channel.
13. Explain the requirements for effective segmentation.
14. Describe the meaning of 4 P’s and their corresponding 4 C’s of marketing mix for a product.
15. Critically examine the reasons why new products fail in the market.
16. What is “Brand name”? What are its uses?
17. Explain the meaning of :-
  - a) Test Marketing
  - b) Informative Labels
  - c) “perceived Value” in pricing

**SECTION – C**

**ANSWER ANY TWO QUESTIONS: ( 2 x 20 = 40 )**

18. Explain the functions of marketing in detail under the three major groups- functions of exchange and facilitating functions.
19. Enumerate and explain the factors affecting the pricing decisions of a marketer.
20. Explain the strategies to be followed by a marketer in each stage of product life cycle.
21. Identify and explain the bases by which, market for a consumer product is segmented.



