

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2015-16)

SUBJECT CODE : 15CM/PE/EM24

M.Com. DEGREE EXAMINATION APRIL 2016
COMMERCE
SECOND SEMESTER

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

SECTION – A

ANSWER ANY SIX QUESTIONS: (6x10=60)

1. Define advertising. Discuss the role of advertising with suitable examples.
2. What is meant by Branding? Explain the types of brands with examples.
3. Explain the various marketing strategies at different stages of product life cycle, citing relevant examples.
4. Differentiate between market skimming and penetration pricing. What strategy would you recommend for each of the following products:
a) a beauty soap b) dress styled by a famous designer.
5. Discuss the importance of building and maintaining customer relationship.
6. As an organic product manufacturer, state the factors to be considered while selecting the suitable marketing channels.
7. Discuss the role of Personal selling in market promotion.
8. Explain the significance of customer value and customer satisfaction for a marketer.

SECTION – B

ANSWER ANY TWO QUESTIONS: (2x20=40)

9. Discuss the impact of any four macro-environment forces on marketing with relevant examples.
10. Define Marketing. Explain the concepts of Marketing.
11. As a Director of an Electric Scooter manufacturing company, discuss the objectives that you will bear in mind while determining the price, and also explain the factors impacting pricing policy decision.
12. Define Retailing. Discuss the various types of retailers and wholesalers in India.
