

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

**SUBJECT CODE : 15CM/MC/EM24**

**B.Com. (A & F) DEGREE EXAMINATION APRIL 2016**  
**ACCOUNTING AND FINANCE**  
**SECOND SEMESTER**

**COURSE : MAJOR – CORE**  
**PAPER : ESSENTIALS IN MARKETING**  
**TIME : 3 HOURS**

**MAX. MARKS: 100**

**SECTION – A**

**ANSWER ALL QUESTIONS (Maximum 30 words):**

**(10 x 2 = 20)**

1. What is marketing?
2. What is consumer driven marketing?
3. What do you mean by test marketing? Give an example.
4. Differentiate between skim the cream and penetration pricing.
5. Define advertising.
6. What is personal selling?
7. Differentiate transactional marketing with relationship marketing.
8. Define a brand.
9. Give the meaning of CRM.
10. What is marketing ethics?

**SECTION – B**

**ANSWER ANY FIVE QUESTIONS (Maximum 500 words):**

**(5 x 8 = 40)**

11. Differentiate between marketing and selling.
12. Briefly explain the marketing mix concept.
13. What are the factors to be considered for pricing?
14. Explain the concept of modern advertising with examples. Give your opinion on celebrity endorsement.
15. What is integrated marketing communication? Explain.
16. Bring out the importance of branding. Explain its strategies.
17. Explain the need and importance of socially responsible marketing.

**SECTION – C**

**ANSWER ANY TWO QUESTIONS (Maximum 1200 words):**

**(2 x 20 = 40)**

18. Briefly explain the functions of marketing.
19. Using a diagram, explain the concept of product life cycle with an example.
20. Bring out the pros and cons of advertising, sales promotion and personal selling.
21. What are the objectives of CRM? Explain its benefits and limitations.

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