

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

**SUBJECT CODE: 15CM/MC/MG14**

**B.Com. / B.Com.(C.S) DEGREE EXAMINATION NOVEMBER 2016**  
**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 Market.
2. What do you mean by Social Marketing?
3. What is Standardisation?
4. Define the term “Product”.
5. What is Market Targeting?
6. What is Dual Pricing?
7. What is Brand Equity?
8. Expand –AIDAS.
9. What is Promotional Mix?
10. What is Online Marketing?

**SECTION – B**

**ANSWER ANY FIVE QUESTIONS:**

**(5 x 8 = 40)**

11. Bring out the importance of marketing.
12. Explain the various methods of dealing with risks.
13. Explain the various reasons for product failure.
14. Briefly explain the factors influencing price determination.
15. Briefly describe the various positioning strategies.
16. What are the characteristics of a good Brand?
17. Explain the Modern Marketing Concept.

**SECTION – C**

**ANSWER ANY TWO QUESTIONS:**

**(2 x 20 = 40)**

18. Explain functions of Marketing contributed by Clark and Clark.
19. Explain stages of Product Life Cycle.
20. Explain the various bases for Consumer Market Segmentation.
21. “The middlemen can be eliminated, but his functions cannot” Discuss.

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