

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

**SUBJECT CODE: 15CM/PC/MM14**

**M.Com. DEGREE EXAMINATION NOVEMBER 2016**  
**COMMERCE**  
**FIRST SEMESTER**

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

**SECTION – A**

**ANSWER ANY SIX QUESTIONS: (6 x 10 = 60)**

1. Explain clearly the modern marketing concept in the 21<sup>st</sup> century.
2. Describe the various factors to determine the micro – environment.
3. Briefly explain the kinds of marketing information system.
4. List out briefly the methods of segmenting markets.
5. Analyse the various steps in new product development.
6. Describe the various factor affecting price of a product.
7. Examine the factors governing basic promotional strategy.
8. Bring out the various possible objectives of social marketing.

**SECTION – B**

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

9. Elaborate the recent innovations in modern marketing in the 21<sup>st</sup> Century.
10. Briefly explain the bases of market segmentation.
11. Describe the product life cycle. Explain its stages. How this concept might be of operational use to the marketer?
12. What is relationship marketing? Explain the significance of relationship marketing.

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