

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

SUBJECT CODE : 15CM/MC/EM24

B.Com. (A & F) DEGREE EXAMINATION APRIL 2017
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. Define marketing.
2. What do you mean by social marketing?
3. Explain 'odd pricing'.
4. What are the 4p's of marketing mix?
5. What is 'Teaser Advertising'?
6. Explain the term 'Creative salesmanship'?
7. State the meaning of 'in-home selling'.
8. Give examples of outdoor advertising.
9. Describe the A.I.D.A.S. formula.
10. What do you understand by B2C marketing?

SECTION – B

ANSWER ANY FIVE QUESTIONS (Maximum 500 words):

(5 x 8 = 40)

11. Bring out the importance of marketing.
12. Distinguish 'Skimming Pricing' from 'Penetration Pricing'.
13. Explain the objectives of advertising.
14. Explain any 4 types of On-Line Advertising.
15. Distinguish between brand, brand name, brand mark and branding.
16. Briefly explain the marketing ethics.
17. What are the benefits of e-marketing?

SECTION – C

ANSWER ANY TWO QUESTIONS (Maximum 1200 words):

(2 x 20 = 40)

18. Discuss the tools for IMC.
19. What is meant by 'Product Life Cycle'? Explain the various stages in a product life cycle.
20. "Advertising is economically beneficial but not socially justifiable" - comment.
21. Briefly discuss the various strategies followed in E-CRM.
