

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

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

**M.Com. DEGREE EXAMINATION APRIL 2017**  
**COMMERCE**  
**SECOND SEMESTER**

**COURSE : ELECTIVE**  
**PAPER : ESSENTIALS OF MARKETING**  
**TIME : 3 HOURS**

**MAX. MARKS: 100**

**SECTION – A**

**ANSWER ANY SIX QUESTIONS: (6x10=60)**

1. What is PLC? Briefly explain its stages.
2. Explain the features of marketing concept.
3. What are the steps involved in the product Development?
4. Give the meaning of sales promotion and state its objectives.
5. Identify the trends in firms' natural environment.
6. Differentiate wholesale from retail marketing.
7. Evaluate various methods of brand valuation in the Indian context.
8. Define marketing channel. State the features of marketing channel.

**SECTION – B**

**ANSWER ANY TWO QUESTIONS: (2x20=40)**

9. What are the factors that influence fixing price?
10. Trace out the concept of marketing.
11. Describe micro environmental forces of a firm.
12. State the characteristics and different types of wholesaler.

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