

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 2017
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 Marketing Mix.
2. Mention any two benefits of Standardization of a product.
3. What is Product Mix?
4. Define Pricing.
5. What is meant by Odd Pricing?
6. What is Branding?
7. What is meant by Primary Packing?
8. What is labeling?
9. What is meant by Sales Promotion?
10. What is Channel of Distribution?

SECTION – B

ANSWER ANY FIVE QUESTIONS:

(5 x 8 = 40)

11. Enumerate the importance of Marketing.
12. What are the problems faced while introducing a new product? Explain briefly.
13. Enumerate various methods of pricing for new product.
14. What are the requisites of good packaging?
15. Explain the various benefits of market segmentation.
16. Explain the elements of promotion mix.
17. Explain the various forms of direct marketing.

SECTION – C

ANSWER ANY TWO QUESTIONS:

(2 x 20 = 40)

18. Explain the various functions of marketing.
19. Explain the various stages of Product Life Cycle.
20. Explain the factors influencing pricing decisions.
21. Explain the factors which influence the selection of a particular type of channel.
