

**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 2017
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. What is the role of production manager in achieving customer satisfaction?
2. What is social marketing? Explain the changes expected through social marketing.
3. What are the environmental factors affecting the marketing function?
4. What is the need for a marketing information system?
5. What are the factors to be considered before introducing a new product?
6. What is product life cycle? Describe its strategies briefly.
7. What are the factors that influence the pricing decisions?
8. What is digital marketing? What are its types?

SECTION – B

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

9. Describe the alternative strategies towards market segmentation.
10. What is a new product? What are the stages in the development of new product?
11. What is Sales promotional mix? What are the different types of Promotional Mix?
12. What is relationship marketing? How relationship marketing plan developed and implemented?
