

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 2018
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. What is marketing?
2. Write the importance of relationship building in marketing.
3. Define product mix.
4. Write about new product development.
5. Define sales promotion.
6. Write about the purpose of IMC.
7. List the objectives of advertising.
8. What is a pop up Ad?
9. Define marketing ethics.
10. State the importance of social media in Advertising.

SECTION – B

ANSWER ANY FIVE QUESTIONS (Maximum 500 words):

(5 x 8 = 40)

11. Explain the nature and scope of marketing.
12. Discuss the marketing mix components for a product.
13. Explain the product life cycle strategies.
14. Discuss the Evaluation of Marketing Communications.
15. Explain the various methods of online advertising.
16. How will you decide the branding decision and strategy for an industrial product?
17. What are the advantages of E-CRM?

SECTION – C

ANSWER ANY TWO QUESTIONS (Maximum 1200 words):

(2 x 20 = 40)

18. Discuss the marketing management process.
19. (i) Explain the different factors to be considered for pricing. (15)
(ii) Why pricing is important for a product? (5)
20. Discuss the different tools used for integrated marketing communications.
21. Explain the need and importance of social responsibilities in marketing
