

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 2018
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 “Consumer Goods”.
2. What do you mean by Societal Marketing?
3. Explain the term “Psychographic segmentation”.
4. What is target marketing?
5. What do you understand by labeling?
6. What is brand loyalty?
7. What is meant by private brand?
8. What is e-tailing?
9. What do you understand by skimming Pricing?
10. Write a short note on sales promotion.

SECTION – B

ANSWER ANY FIVE QUESTIONS:

(5 x 8 = 40)

11. Explain briefly the objectives of modern marketing.
12. Elucidate the factors to be considered while selecting a suitable channel of distribution.
13. Discuss briefly the causes of failure of a product in the market.
14. What is packaging? State the characteristics of good packaging.
15. Define ‘Market Segmentation’. Explain the bases of segmenting a market for consumer products.
16. Define Branding. Explain the functions of Branding.
17. What is marketing mix? Explain the 4 P’s of marketing.

SECTION – C

ANSWER ANY TWO QUESTIONS:

(2 x 20 = 40)

18. Describe Clark and Clark’s classification of Marketing Functions in detail.
19. Who is a retailer? What are the different types of retailing? Discuss also the functions of retailers in distribution.
20. What is a new product? Identify and analyze the various steps involved in new product development.
21. Discuss the different types of pricing strategies with suitable examples.
