

**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 2018**  
**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 do you mean by Marketing? Explain the approaches to the study of marketing in the 21<sup>st</sup> century.
2. Explain the modern marketing concept.
3. Describe the stages that are involved in new product development with an example.
4. Define 'Pricing'. Explain in brief the objectives of pricing.
5. What is Market Segmentation? Discuss the need for market segmentation.
6. Define the term 'Sales Promotion'. Explain in brief the functions of sales promotion.
7. Write a note on Relationship Marketing and explain the steps involved in relationship marketing.
8. Define Personal Selling. What are the advantages of personal selling?

**SECTION – B**

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

9. Define Advertising. Enumerate in detail the various forms of advertising with a suitable example.
10. Explain in detail the various factors that influence the marketing environment in today's context.
11. Discuss the function of MIS (Marketing information system) and its usefulness in measuring market demand.
12. What is Digital Marketing? Explain the different types of digital marketing with an example.

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