

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2008-09 & thereafter)

SUBJECT CODE : **CM/MC/MG14**

B.Com. DEGREE EXAMINATION NOVEMBER 2009
COMMERCE
FIRST SEMESTER

COURSE : **MAJOR – CORE**
PAPER : **MARKETING**
TIME : **3 HOURS** **MAX. MARKS : 100**

SECTION – A

ANSWER ALL QUESTIONS: (10 x 3 = 30)

1. Define Marketing?
2. What is meant by Channels of Distribution?
3. What is a Itinerant Retailer?
4. What is Telemarketing?
5. What is a Product?
6. Explain Product Life Cycle.
7. Explain Branding.
8. What is Family Packaging?
9. Explain the significance of Product Planning.
10. What is Cost Oriented Pricing?

SECTION – B

ANSWER ANY FIVE QUESTIONS: (5 x 6 = 30)

11. How does marketing bridge the gap between the producer and consumer?
12. Explain the differences between marketing and selling.
13. Explain the importance of distribution channels.
14. Define product planning? What are the steps involved in product planning?
15. What are the functions of branding?
16. What are the essentials of good packaging?
17. What are the factors affecting pricing decision?

SECTION – C

ANSWER ANY TWO QUESTIONS:

(2 x 20 = 40)

18. What are the features of modern marketing concept?
19. Explain the kinds and functions of middlemen?
20. What is a new product? Explain the stages in new product development.
21. What is market segmentation? What are the methods of segmentation?

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