

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2004-05 & thereafter)
SUBJECT CODE: CM/SC/MC54

B.Com. DEGREE EXAMINATION NOVEMBER 2009
COMMERCE
FIFTH SEMESTER

COURSE : SPECIALISATION – CORE
PAPER : MARKETING COMMUNICATION
TIME : 3 HOURS
MAX. MARKS : 100

SECTION – A

ANSWER ALL QUESTIONS: (10 x 3 = 30)

1. What is communication?
2. Write a note on Integrated Marketing Communication.
3. Define Advertising.
4. What is sales promotion?
5. Write a note on the nature of public relations.
6. What is publicity?
7. Briefly explain the concept of AIDA.
8. Define Salesmanship.
9. List the qualities of a good advertisement copy.
10. What is meant by point of purchase displays?

SECTION – B

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

11. Explain the five forms of promotion.
12. Write a note on push and pull strategy.
13. Bring out the different types of advertising.
14. Explain the objectives of sales promotion.
15. What are the benefits and limitations of publicity?
16. What according to you are the qualities of a successful salesman?
17. Why advertisements fail? Give reasons with real examples.

SECTION – C

ANSWER ANY TWO QUESTIONS:

(2 x 20 = 40)

18. Apply the four major elements of promotion mix to market the college you are studying.
19. Explain the various types of media available today to communicate to the end users.
20. Bring out the major sales promotion tools to attract the target group.
21. The personal selling process is a logical sequence of steps that a salesperson takes in dealing with a prospective buyer. Discuss.

× × × × × × ×