

**PORTFOLIO MANAGEMENT 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 2019
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. Define Marketing.
2. What do you mean by marketing mix?
3. Define pricing.
4. Write a short note Product Life Cycle Strategy.
5. Define Advertising.
6. Give the meaning of Integrated Marketing Communication.
7. What do you mean by Online Advertising?
8. Define branding.
9. Define Customer relationship Management.
10. What do you mean by marketing ethics?

SECTION – B

ANSWER ANY FIVE QUESTIONS (Maximum 500 words):

(5 x 8 = 40)

11. Bring out the factors influencing modern marketing concept.
12. Differentiate between penetrating pricing and skimming pricing.
13. Bring out the stages involved in the process of New Product Development.
14. Examine the various stages involved in the process of personal selling.
15. Describe the functions of sales promotion.
16. Explain the factors influencing the branding strategies.
17. Outline the role of Social Media in marketing.

SECTION – C

ANSWER ANY TWO QUESTIONS (Maximum 1200 words):

(2 x 20 = 40)

18. Discuss the internal and external factors affecting pricing decisions.
19. Explain the need and importance of Marketing Ethics.
20. Discuss the merits and demerits of E mail advertising.
21. Enumerate the advantages of E-CRM.
