

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2015-16 and thereafter)

SUBJECT CODE : 15CM/PE/EM24

M.A. / M.Sc. DEGREE EXAMINATION APRIL 2019
SECOND SEMESTER

COURSE : ELECTIVE
PAPER : ESSENTIALS OF MARKETING
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION – A

ANSWER ANY SIX QUESTIONS: (6x10=60)

1. What is marketing? Trace the evolution of modern marketing concept.
2. Explain the customer driven Marketing Strategies with an example.
3. What is pricing? Explain the objectives of pricing.
4. Reliance trend has launched a new product in the market. Highlight the sales promotional activities that the organization should adopt in promoting the product.
5. Define “Brand”. Explain the essentials of a good brand name.
6. Elucidate the various strategies used by a marketer in the introduction and maturity stages of PLC.
7. Discuss the factors that may affect the pricing decisions of a product.
8. Elucidate the various functions of marketing channels.

SECTION – B

ANSWER ANY TWO QUESTIONS: (2x20=40)

9. Define a new product. Enumerate the steps involved in new product development.
10. Using examples, discuss the environmental factors that influence the marketing activities of an organization.
11. What do you understand by promotion-mix? A company wishes to launch a new toothpaste. What type of promotion strategy would you recommend and why?
12. Who is a retailer? Discuss the different types of retailing.
