



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.A. DEGREE EXAMINATION – ECONOMICS

THIRD SEMESTER – APRIL 2017

EC 3951 - PRINCIPLES OF MARKETING MANAGEMENT

Date: 26-04-2017
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART – A

Answer any FIVE questions in about 75 words each:

(4 x 5=20)

1. Define Marketing.
2. Write a short note on Product Innovation.
3. What do you mean by a) Concentrated Marketing b) Reciprocal Marketing
4. Write a brief note on Ethical values in Marketing.
5. Point out the need for MIS
6. Define “Market Positioning”.
7. State the various stages of Market Evolution.

PART – B

Answer any FOUR questions in about 300 words each:

(4 x 10= 40)

8. Explain the various concepts of Marketing.
9. Highlight the importance of Packaging.
10. Identify and justify the media you would recommend for the promotion of
 - a) Organic foods
 - b) Organ donation program
11. Explain the levels of Market Segmentation with examples.
12. Write in detail about “Marketing Mix”
13. Explain the different stages of Product Life Cycle.
14. Discuss the Core, Actual and Augmented product for your favorite brand of shampoo.

PART – C

Answer any TWO questions in about 1200 words each:

(2 x 20= 40)

15. Discuss the role of Marketing Research in marketing. Also enumerate the techniques used in Marketing Research.
16. Explain the different approaches used to identify and measure the differences between market segments. Illustrate with examples.
17. Describe in brief the various pricing adjustment strategies used by marketers.
18. Examine the Market Classification.

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