



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**M.A. DEGREE EXAMINATION – ECONOMICS**

**THIRD SEMESTER – NOVEMBER 2017**

**16PEC3ES01 - PRINCIPLES OF MARKETING**

Date: 10-11-2017  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**Part A**

Answer any FIVE of the following, not exceeding 75 words each:

5 x 4 = 20

1. State the objectives of marketing.
2. Define Marketing segmentation.
3. What does Target marketing mean?
4. What do you mean by MKIS?
5. How are commodities classified?
6. What are the components of marketing Mix
7. Define Service Marketing.

**Part B**

Answer any FOUR of the following, not exceeding 300 words each:

4 x 10 = 40

8. Explain the features of marketing in India.
9. What is the basis of marketing segmentation?
10. Describe the different types of channels of distribution.
11. Explain the various methods of price fixation.
12. Explain the stages of a product life cycle.
13. Describe the features of service marketing
14. What are the tools of promotion in marketing?

**Part C**

Answer any TWO of the following, not exceeding 1200 words each:

2 x 20 = 40

15. Explain the nature of marketing.
16. Explain the steps in market segmentation with an example.
17. Elaborate the steps under Target marketing.
18. Explain in detail the marketing mix for a product.

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