

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



M.A. DEGREE EXAMINATION – ECONOMICS
THIRD SEMESTER – NOVEMBER 2018
16/17PEC3ES01 – PRINCIPLES OF MARKETING

Date: 01-11-2018

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

PART – A

Answer any FIVE questions in about 75 words each:

(5 x 4=20 marks)

1. Define a Product. Explain the different concepts of a product.
2. List any four functions of packaging in Marketing.
3. Write Short Note on a) Labeling b) Niche Marketing.
4. What is Marketing Mix? What are its various constituents?
5. Briefly explain the concept of “Consumerism”.
6. Differentiate between Market Research and Marketing Research.
7. State the objectives of Marketing Management.

PART – B

Answer any FOUR questions in about 300 words each:

(4X10=40 marks)

8. Discuss the Marketing concept. How does it differ from the Selling concept?
9. Define Product Positioning. Examine the factors that lead to failure of the product in the market.
10. Write a short note on Product Mix. What are the factors Influencing Product Mix?
11. What do you understand from Differentiating and Targeting? How does this help you to make effective marketing plans?
12. Differentiate between Advertising and Personal Selling. Are they Supplementary to each other? Illustrate your answer with an example.
13. Explain in detail the factors that determine the Channels of Distribution.
14. Discuss the role of Marketing Information System.

PART – C

Answer any TWO questions in about 1200 words each:

(2X20= 40 marks)

15. Explain the different stages of Product Life Cycle and the strategies of a marketing manager to face the challenges.
16. Elaborate on the different types of positioning strategies used in consumer durable sector and service sector.
17. “Selection of advertising media should be preceded by an analysis of all factors involved in the total marketing situations”. What factors should you consider in such an analysis and why?
18. Critically examine the different pricing strategies involved in marketing. Illustrate with examples.
