



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

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

**THIRD SEMESTER – APRIL 2014**

**EC 3951 - PRINCIPLES OF MARKETING MANAGEMENT**

Date : 15/04/2014  
Time : 01:00-04:00

Dept. No.

Max. : 100 Marks

**Part – A**

**Answer any FIVE questions in about 75 words each.**

**(5 x 4 = 20 marks)**

1. Define retailing. State the functions of retailers.
2. Write a brief note on organizational buyers
3. State the core concepts of Marketing.
4. List out the elements of promotion mix
5. Write a brief note on cause Marketing
6. Write a brief note Captive product pricing
7. Show the length of product life cycle for products in terms Style, Fashion and Fads.

**Part – B**

**Answer any FOUR questions in about 300 words each.**

**(4 x 10 = 40 marks)**

8. Marketing is the performance of business activities that direct the flow of goods and service from producer to consumer or user” Discuss.
9. a) Briefly explain the level of products.  
b) Write a Short note on Product line.
10. What do you mean by discounts, rebates and allowances? e\ Explain the different types of discounts.
11. Explain the functions of personal selling.
12. Explain the various price adjustment strategies.
13. “Advertising is economically beneficial but socially unjustifiable”-Discuss.
14. Discuss various factors affecting consumer behavior in Indian context.

**Part – C**

**Answer any TWO questions in about 900 words each. (2 x 20 = 40 marks)**

15. Discuss the significance of marketing in the post liberalization period.
16. “Marketing research is a useful tool for managers as it helps to eliminate /minimize the risk of decision making in a typical uncertain market situation”. Comment on the statement. While discussing how marketing research could help in decision making.
17. Discuss the determinants of consumer behavior.
18. Explain the following
  - a) Micro marketing environment
  - b) Macro marketing environment

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