 LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

**M.A.** DEGREE EXAMINATION - **ECONOMICS**

SECOND SEMESTER – **NOVEMBER 2012**

# EC 2951 - PRINCIPLES OF MARKETING MANAGEMENT

Date : 08/11/2012 Dept. No. Max. : 100 Marks

Time : 1:00 - 4:00

**PART – A**

**Answer any FIVE questions in about 75 words each: (4 x 5=20)**

1. Define Marketing.
2. Write a short note on Case Related Marketing.
3. What do you mean by a) Concentrated Marketing strategy b) Captive Product Pricing?
4. Write a brief note on Ethical values in Marketing.
5. Point out the various levels of channel members for consumer and business markets.
6. Define ‘Global Marketing’.
7. State the various types of market planning.

**PART - B**

**Answer any FOUR questions in about 250 words each: (4 x 10= 40)**

1. Explain the various concepts of Marketing.
2. Highlight the functions of packaging.
3. Identify and justify the media you would recommend for the promotion of

a) organic foods

b) organ donation program

1. Write short notes on the following
2. Market control b)Standardization c) Consumer rights
3. Explain in brief the various forms of Publicity.
4. Discuss the pros and cons of MNC’s in Developing countries like India
5. Discuss the Core, Actual and Augmented product for your favourite brand of shampoo.

**PART - C**

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

1. Discuss the role of Marketing Research in marketing. Also enumerate the techniques used in Marketing Research.
2. Explain the different approaches used to identify and measure the differences between market segments. Illustrate with examples.
3. Describe in brief the various pricing adjustment strategies used by marketers.
4. What do you understand by marketing mix? What are the main elements of Marketing-Mix? Discuss the factors affecting the Marketing Mix.