



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.A. DEGREE EXAMINATION - ECONOMICS

THIRD SEMESTER – NOVEMBER 2013

EC 3951 - PRINCIPLES OF MARKETING MANAGEMENT

Date : 18/11/2013
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

Part – A

Answer any FIVE questions in about 75 words each.

(5 x 4 = 20 marks)

1. What are the various utilities created by marketing?
2. What is a promotional mix? State the different methods of promoting sales?
3. Write a short note on sustainable Marketing.
4. Differentiate between product differentiation and market segmentation.
5. Write short notes on publicity and public relations.
6. What is meant by cannibalization?
7. Write a brief note on product positioning.

Part – B

Answer any FOUR questions in about 300 words each.

(4 x 10 = 40 marks)

8. State and explain the classification of consumer products.
9. Explain the concept of marketing mix and describe various factors that determine it.
10. Explain the components of marketing information system.
11. Describe in brief the functions of marketing.
12. What is sales Promotion? Explain different tools used for sales promotion.
13. Explain in detail a) Undifferentiated marketing strategy b) Differentiated Marketing strategy.
14. Explain different types of channels of distribution.

Part – C

Answer any TWO questions in about 900 words each.

(2 x 20 = 40 marks)

15. Discuss the Social, and ethical issues in marketing.
16. Discuss the relevance of the concept of PLC to a marketing manager. Suggest appropriate marketing strategies at the maturity stage of the Product life cycle.
17. Describe the determinants of consumer behavior.
18. "What are the bases for market segmentation? Explain the use of this concept by taking example of a consumer product.
