



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.A. DEGREE EXAMINATION - ECONOMICS

THIRD SEMESTER – NOVEMBER 2015

EC 3951 - PRINCIPLES OF MARKETING MANAGEMENT

Date : 14/11/2015
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

Part – A

Answer any FIVE questions in about 75 words each.

(5 x 4 = 20 marks)

1. Distinguish between marketing and selling.
2. What are the objectives of marketing management?
3. Write a short note on Niche marketing.
4. What are positioning errors?
5. Define a product.
6. What is meant by marketing mix?
7. Write a short note on green marketing.

Part – B

Answer any FOUR questions in about 300 words each.

(4 x 10 = 40 marks)

8. Explain the different types of utility with suitable examples.
9. Briefly explain the steps involved in segmentation process and the basis for segmenting consumer markets.
10. What do you understand from differentiating and targeting? How does this help you to make effective marketing plans?
11. Bring out the significance of marketing information system in marketing research.
12. What is a penetration pricing strategy? When and how would you go about using a penetration strategy? Explain with a suitable example.
13. Discuss the major ways of entering a foreign market.
14. Explain social marketing in India with any two examples.

Part – C

Answer any TWO questions in about 1200 words each.

(2 x 20 = 40 marks)

15. What is meant by environmental scanning? Discuss in detail the various environmental factors influencing the business.
16. Elaborate different types of positioning strategies used in consumer durable sector and service sector.
17. Explain the different stages of Product Life Cycle and the strategies of a marketing manager to face the challenges.
18. Discuss in detail the various marketing communication strategies.
