



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.A. DEGREE EXAMINATION – ECONOMICS

THIRD SEMESTER – NOVEMBER 2016

EC 3951 – PRINCIPLES OF MARKETING MANAGEMENT

Date: 09-11-2016

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

PART – A

Answer any FIVE questions in about 75 words each:

(4 x 5=20)

1. Define Market.
2. Write a short note on Market positioning.
3. What do you mean by a) Nuts & Bolts buying b) Speculative Buying
4. State the kinds of Media.
5. Point out the Characteristics of a Good MIS.
6. Differentiate Selling & Marketing.
7. State the procedure for Marketing Research.

PART - B

Answer any FOUR questions in about 300 words each:

(4 x 10= 40)

8. Write notes on “Market Classification”.
9. Highlight the importance of Customer Service.
10. Identify and justify the media you would recommend for the promotion of
a) New Cell phone company b) Save Water campaign
11. Discuss Consumer Exploitation in India.
12. Write in detail about “MIS”
13. Explain the factors influencing the pricing decisions.
14. Discuss the role of Marketing in Economic Growth.

PART – C

Answer any TWO questions in about 1200 words each:

(2 x 20= 40)

15. Explain the different stages of Product Life Cycle and the strategies of a marketing manager to face the challenges.
16. Discuss Buyer’s Behaviour.
17. Discuss the Inductive and Deductive methods in Marketing Research.
18. Examine the Market Environment.
