



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.A. DEGREE EXAMINATION – ECONOMICS

THIRD SEMESTER – NOVEMBER 2017

EC 3951 - PRINCIPLES OF MARKETING MANAGEMENT

Date: 15-11-2017
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

Part A

Answer any FIVE of the following, not exceeding 75 words each:

5 x 4 = 20

1. Define Marketing.
2. Differentiate between product concept and production concept with an example.
3. What are the components of Customer satisfaction service?
4. What do you mean by product mix and product line?
5. What are the different types of pricing methods?
6. What do you mean by Penetration pricing?
7. Define channels of distribution.

Part B

Answer any FOUR of the following, not exceeding 300 words each:

4 x 10 = 40

8. Explain the importance of marketing.
9. Describe the need for market segmentation.
10. Explain the components of MKIS.
11. Describe the various types of channel of distribution.
12. Explain the various approaches in marketing.
13. Describe the life cycle of a product.
14. What are the features of services marketing?

Part C

Answer any TWO of the following, not exceeding 1200 words each:

2 x 20 = 40

15. Elaborate on the important functions of marketing
16. Explain in detail the broad classification of products.
17. Explain the various steps in market segmentation
18. Describe on marketing mix.

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