

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



M.A. DEGREE EXAMINATION – ECONOMICS

THIRD SEMESTER – NOVEMBER 2018

EC 3951 – PRINCIPLES OF MARKETING MANAGEMENT

Date: 01-11-2018

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

Part A

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

5 x 4 = 20 Marks

1. Define Marketing.
2. What do you mean by Market segmentation?
3. Write a short note on MKIS.
4. Differentiate between product mix and product line.
5. What is Psychological pricing?
6. What are rebates?
7. Define Branding.

Part B

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

4 x 10 = 40 Marks

8. Explain the functions of marketing.
9. Describe how products are classified.
10. What are the elements of marketing research?
11. Explain the various types of market segmentation.
12. What are the different types of distribution channels?
13. Differentiate between whole marketing and retailing marketing.
14. Explain the pricing method of a new product.

Part C

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

2 x 20 = 40 Marks

15. Elaborate on the role of social marketing and economic development in India.
16. Elucidate the various factors that influence buying decisions.
17. Describe Marketing Research Process
18. Describe Product Life Cycle and the appropriate pricing methods at different stages.

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