LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



M.A. DEGREE EXAMINATION - ECONOMICS

THIRD SEMESTER - NOVEMBER 2019

18PEC3ES01 - PRINCIPLES OF MARKETING

Date: 06-11-2019	Dept. No.	Max. : 100 Marks
Time: 09:00-12:00	'	ı

PART - A

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

 $(5 \times 4 = 20 \text{ Marks})$

- 1. Define Social Marketing.
- 2. What do you understand by the word "Consumerism"?
- 3. Distinguish between Marketing and Selling.
- 4. Give the meaning of Services Marketing.
- 5. State any two pricing strategy with example.
- 6. Write a short note on Branding.
- 7. State the importance of MKIS.

PART - B

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

 $(4 \times 10 = 40 \text{ Marks})$

- 8. Differentiate marketing in developing and developed countries.
- 9. Analyze the types of buying behaviour.
- 10. Bring out the importance of Packaging and Labelling in marketing.
- 11. Explain the factors affecting consumer behaviour.
- 12. Interpret the stages of Product Life Cycle.
- 13. Examine the various types of services.
- 14. Illustrate the emerging trends in marketing.

PART - C

Answer any TWO of the following not exceeding 1200 words each: $(2 \times 20 = 40 \text{ Marks})$

- 15. Discuss in detail the functions of Marketing.
- 16. Elaborate the various steps involved in Marketing Strategy with suitable example.
- 17. Enumerate the process of Marketing Research.
- 18. Examine the various promotion mix available for a marketing strategist.