

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600086**  
**(For candidates admitted from the academic year 2019 – 2020)**

**SUBJECT CODE: 19EC/PE/EB23**  
**B.A. DEGREE EXAMINATION, APRIL 2021**  
**BRANCH IV – ECONOMICS**  
**END SEMESTER EXAMINATION**

**MAX. MARKS: 50**

**COURSE: ECONOMICS FOR BUSINESS AND MARKETING**

**PAPER: ELECTIVE**

**TIME: 1 ½ HOURS**

**SECTION – A**

**(3 x 10 = 30)**

**ANSWER ANY THREE OUT OF FIVE QUESTIONS IN 300 WORDS**

1. Bring out the differences in the mechanistic model and organic model of organizational design.
2. Write a note on product mix with a suitable example.
3. Explain the pricing strategies a firm must use to enter a new market.
4. Discuss the differences in the corporate and contractual vertical marketing systems.
5. Explain the important benefits of integrated logistics management for an organization

**SECTION – B**

**ANSWER ANY ONE OUT OF TWO QUESTIONS IN 1200 WORDS (1 x 20 = 20)**

6. Discuss the major sales promotion rules.
7. Bring out the different pricing strategies to be implemented by a firm in the life cycle of product.

