

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

SUBJECT CODE: 19EC/ME/MT45

B.A. DEGREE EXAMINATION, MAY 2021
BRANCH IV – ECONOMICS
END SEMESTER EXAMINATION

COURSE: MAJOR ELECTIVE
PAPER: MARKETING
TIME: 1 ½ HOURS

MAX. MARKS: 50

SECTION – A

(5 x 2 = 10)

ANSWER ANY FIVE OUT OF SIX QUESTIONS. (50 WORDS EACH)

1. Explain line modernization with an example.
2. What is mobile marketing?
3. Define marketing ethics.
4. What is value pricing?
5. What are the functions of an online retailer?
6. State the different pricing strategies used in a product life cycle.

SECTION – B

ANSWER ANY TWO OUT OF THREE QUESTIONS IN 400 WORDS (2 x 10 = 20)

7. Explain the measures of consumer protection in India.
8. Outline the various methods of determining the advertising budget.
9. Write a note on how companies have eliminated middlemen with a suitable example.

SECTION – C

ANSWER ANY ONE OUT OF TWO QUESTIONS IN 1000 WORDS (1 x 20 = 20)

10. What is a product cycle? Explain the marketing strategies adopted by marketers in the different stages with appropriate examples.
11. Explain the pricing strategies Amazon uses in a country like India.

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