

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 86**  
**(For Candidates admitted during the academic year 2019 – 2020 and thereafter)**  
**SUBJECT CODE: 19EC/ME/MT45**  
**B.A. DEGREE EXAMINATION APRIL 2022**  
**BRANCH IV - ECONOMICS**  
**FOURTH SEMESTER**

**COURSE : ELECTIVE**  
**PAPER : MARKETING**  
**TIME : 3 HOURS**

**MAX.MARKS: 100**

**SECTION A**

**ANSWER ANY TEN QUESTIONS. EACH ANSWER NOT TO EXCEED 50 WORDS:**

**(10 X 2 = 20)**

1. Define Marketing.
2. What is market skimming.
3. Define branding.
4. What is multi channel distribution?
5. State any two reasons as to why packaging is important.
6. Define market segmentation.
7. What is product line?
8. Define product pricing.
9. Diagrammatically depict the product life cycle.
10. What is Advertising?
11. What is the pricing strategy used in a monopoly market?
12. Define value delivery network.

**SECTION B**

**ANSWER ANY FIVE QUESTIONS. EACH ANSWER NOT TO EXCEED 400 WORDS:**

**(5 X 8 = 40)**

13. Trace the evolution of marketing
14. Examine the factors that influence pricing
15. Explain the importance and functions of marketing channels.
16. Write a note on the macro environment of marketing.
17. Explain the different types of convenience goods.
18. What pricing strategy should a company undertake for a new product?
19. Bring out the importance of marketing.
20. Write a note on marketing mix.

**SECTION C**

**ANSWER ANY TWO QUESTIONS. EACH ANSWER NOT TO EXCEED 1000 WORDS:**

**(2 X 20 = 40)**

21. Explain the role of marketing in a less developed economy.
22. Discuss the impact business objectives have on product pricing with suitable examples
23. Bring out the functions of a retailer
24. Explain the pricing strategies Amazon uses in a country like India.

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