

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86
(For candidates admitted during the academic year 2019– 2020 and thereafter)

SUBJECT CODE: 19EC/PE/EB23

M. A. / M.SC. DEGREE EXAMINATION, APRIL 2022
SECOND SEMESTER

COURSE : ELECTIVE
PAPER : ECONOMICS FOR BUSINESS AND MARKETING
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION – A

ANSWER ANY FIVE QUESTIONS. EACH ANSWER NOT TO EXCEED 300 WORDS.
(5 X 8 = 40)

1. Explain the elements of organizational structure
2. What is a product mix? Explain the important dimensions of a company's product mix?
3. "Marketing of a product starts with the consumers and ends with the consumers" -
Substantiate the given statement.
4. Discuss the major sales promotion tools.
5. Explain with convenience goods with suitable examples.
6. Explain advertising objectives.
7. Discuss the functions and importance of a marketing channel

SECTION – B

ANSWER ANY THREE QUESTIONS. EACH ANSWER NOT TO EXCEED 1200
WORDS **(3 X 20 = 60)**

8. With the help of a suitable example explain the product life cycle strategies a firm must adopt at each stage.
9. Explain the strategy adopted to maximize the growth of a business organization. Give suitable examples.
10. As a new entrepreneurs, discuss the business objectives, marketing and pricing strategies you will adopt over the course of your business.
11. Elucidate the traditional and modern organizational design models and bring out the difference between the two.
12. Explain the vertical marketing system with suitable examples.
