

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086
(For candidates admitted during the academic year 2019 – 2020 and thereafter)
SUBJECT CODE: 19EC/ME/MT45

B.A. DEGREE EXAMINATION APRIL 2023
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 the term marketing mix.
2. What do you mean by marketing environment?
3. Mention the various types of labelling in marketing.
4. State product line.
5. What is packaging?
6. Give any two objectives of product pricing.
7. Define competitive pricing.
8. What do you understand by geographical pricing?
9. State the term broker.
10. What is meant by channels of distribution in marketing?
11. Write any two advantages of advertising.
12. Define publicity.

SECTION B

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

(5 X 8 = 40)

13. Discuss the role of marketing in less developed countries.
14. Bring out the features of good brand name.
15. Find the differences between skimming pricing and penetration pricing.
16. What are the factors that affect the choice of channel?
17. Make clear the role of ethics in marketing.
18. Reveal the phases of product life cycle.
19. Describe the functions of retailers.
20. Explain the importance of consumer protection.

SECTION C

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

(2 X 20 = 40)

21. Analyse the various types and importance of market segmentation.
22. Elucidate the steps involved in new product development.
23. Narrate the classification of channels of distribution.
24. Elaborate the qualities of good salesman.
