

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086
(For candidates admitted during the academic year 2019 – 2020 and thereafter)

B.A. DEGREE EXAMINATION APRIL 2024
BRANCH IV - ECONOMICS
FOURTH SEMESTER

COURSE : ELECTIVE
PAPER : MARKETING
SUBJECT CODE : 19EC/ME/MT45
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 are the functions of advertising?
3. Distinguish between retailers and resellers.
4. Define a brand. Give examples
5. State the ways of obtaining new product ideas.
6. What is product mix?
7. What is mobile marketing?
8. Define marketing ethics.
9. What is value pricing?
10. List the functions of a wholesaler.
11. Distinguish between selling and marketing concept.
12. State the four P's of marketing.

SECTION B

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

(5 X 8 = 40)

13. Explain the measures of consumer protection in India.
14. Outline the various methods of determining the advertising budget.
15. Write a note on how companies have eliminated middlemen with a suitable example.
16. What is a promotional mix?
17. Analyse the marketing strategies for a product in the decline stage of PLC.
18. Elucidate the bases of market segmentation.
19. Outline any three forces in the macro environment that influences marketing.
20. Explain the various sales promotion techniques.

SECTION C

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

(2 X 20 = 40)

21. What is a product cycle? Explain the marketing strategies adopted by marketers in the different stages with appropriate examples.
22. Explain the pricing strategies that companies can use in a country like India.
23. Discuss the process of new product development with an example.
24. Explain the factors affecting the choice of distribution channel.
