

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600086
(For candidates admitted from the academic year 2023 – 2024 and thereafter)

M.A. / M. Sc. DEGREE EXAMINATION APRIL 2024
SECOND SEMESTER

COURSE : ELECTIVE
PAPER : ECONOMICS FOR BUSINESS AND MARKETING
SUBJECT CODE : 23EC/PE/EB23
TIME : 3 HOURS **MAX. MARKS: 100**

Q. No.	SECTION - A PART – A	CO	KL
	Answer any TWO out of THREE questions in about 150 words each (2 X 5 = 10)		
1	What is product mix? Bring out the differences between product mix and product line with suitable examples	1	1
2	What is Service Marketing? State its characteristics	1	1
3	What are the attributes that determine individual product decision?	1	1
Q. No.	PART – B	CO	KL
	Answer any TWO out of THREE questions in about 150 words each (2 X 5 = 10)		
4	Discuss the classification of products with examples.	2	2
5	Explain the objective of profit maximization.	2	2
6	Explain with suitable example how a new product is developed.	2	2
Q. No.	SECTION - B PART – A	CO	KL
	Answer any TWO out of THREE questions in about 400 words each (2 X 8 = 16)		
7	Distinguish between traditional structure and modern structure of an organizational design.	3	3
8	Explain the marketing strategies adopted by the different consumer products with suitable examples.	3	3
9	Write a short note on Supply chain management.	3	3
Q. No.	PART – B	CO	KL
	Answer any TWO out of THREE questions in about 400 words each (2 X 8 = 16)		
10	Discuss the objectives of an organization. How far are these objectives achieved by the organizations.	4	4
11	What are Channels of Distributions? Analysis the different types of channels of distribution.	4	4
12	Discuss the different methods to allocate an advertising budget.	4	4

SECTION - C		CO	KL
PART – A			
Answer any TWO out of FOUR questions in about 700 words each (2 X 12 = 24)			
13	Evaluate the major strategies for pricing a new product with suitable examples.	5	5
14	Deduct the reasons for difference in organizational Structure.	5	5
15	Discuss the various pricing methods with suitable examples.	5	5
16	Critically evaluate the need for a wholesaler and retailer for distributing a consumer durable product.	5	5
PART – B		CO	KL
Answer any TWO out of FOUR questions in about 700 words each (2 X 12 = 24)			
17	Construct a marketing strategy with an example for a product life cycle	6	6
18	Analysis the need for advertising for a consumer durable with an example.	6	6
19	Critically evaluate the objectives of pricing.	6	6
20	Create the major promotion tools that could be used by Cell Phone company.	6	6
