

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086**  
**(For candidates admitted during the academic year 2023 – 2024 & thereafter)**

**B.A. DEGREE EXAMINATION APRIL 2026**  
**BRANCH IV - ECONOMICS**  
**FOURTH SEMESTER**

**COURSE : MAJOR ELECTIVE**

**PAPER : MARKETING**

**SUBJECT CODE : 23EC/ME/MT45**

**TIME : 3 HOURS**

**MAX.MARKS : 100**

Q. No.	SECTION A Part A Answer all questions in 50 words each (10x2=20)	CO	KL
1.	Define marketing.	1	K1
2.	What is a product ?Give an example.	1	K1
3.	List out the stages in the evolution of marketing.	1	K1
4.	Define a service.	1	K1
5.	Explain speciality goods with the help of an example.	1	K1
6.	What is differential pricing?	1	K1
7.	Define distribution.	1	K1
8.	State the meaning of consumerism.	1	K1
9.	List out any three objectives of marketing communication.	1	K1
10.	What is branding?	1	K1
	<b>SECTION-A Part B Answer any 10 out of 12 questions in 50 words each. (10x2=20)</b>	<b>CO</b>	<b>KL</b>
11.	Distinguish between micro and macro environment of marketing.	2	K2
12.	Differentiate between upstream and downstream partners in the supply chain.	2	K2
13.	Bring out the difference between consumer goods and capital goods.	2	K2
14.	Classify the types of intermediaries in the marketing channel system.	2	K2
15.	Classify the objectives of pricing.	2	K2
16.	Explain price bundling and its types.		
17.	Distinguish between advertising and sales promotion.	2	K2
18.	Distinguish between a product line and a product mix using examples.	2	K2

19.	What is labelling? List out its functions.	2	K2
20.	Distinguish between informative and persuasive advertising.	2	K2
21.	What are the objectives of the sales force.	2	K2
22.	Bring out the difference between a product depth and product width.	2	K2
<b>Q. No.</b>	<b>SECTION B</b> <b>Part A</b> <b>Answer any 4 out of 6 questions in 250 words each</b> <b>(4x5=20)</b>	<b>CO</b>	<b>KL</b>
23.	Explain the importance of marketing ethics.	3	K3
24.	Examine the three levels in product development.	3	K3
25.	Write a note on the functions of retailers and wholesalers in distribution.	3	K3
26.	Discuss the different factors that influence differential pricing.	3	K3
27.	Illustrate the marketing channel levels using appropriate examples.	3	K3
28.	Bring out the role of marketing in a developing economy.	3	K3
	<b>SECTION B</b> <b>Part B</b> <b>Answer any 4 out of 6 questions in 250 words each (4x5=20)</b>	<b>CO</b>	<b>KL</b>
29.	Analyse the different steps involved in the marketing process.	4	K4
30.	Classify the factors affecting the choice of marketing channel.	4	K4
31.	Articulate the different forms of market segmentation.	4	K4
32.	Explain the reasons for growing consumerism and bring out the need for consumer protection.	4	K4
33.	Analyse skimming and penetration pricing.	4	K4
34.	Discuss the environmental factors that influence the marketing of a business.	4	K4
<b>Q. No.</b>	<b>SECTION C</b> <b>Answer any 2 out of 4 questions in 600 words (2x10=20)</b>	<b>CO</b>	<b>KL</b>
35.	Evaluate the different stages in the development of a new product.	5	K5
36.	Assess the cost oriented methods of product pricing.	5	K5
37.	A fashion brand wants to increase foot traffic in its stores. How can it use sales promotion and publicity to attract more customers?	5	K5
38.	Analyse the phases in the life cycle of a product and the appropriate strategies to be adopted by the firms in each stage.	5	K5

