

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

M.A. / M. Sc. DEGREE EXAMINATION APRIL 2026
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	Discuss the objectives of pricing..	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	Explain the classification of products with examples.	2	2
5	Examine utility maximization as an objective of an organisation.	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 any two 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

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12	Analysis the impact of culture on changing dimensions of an organization.	4	4
	SECTION - C PART – A Answer any TWO out of FOUR questions in about 700 words each (2 X 12 = 24)	CO	KL
13	What is product line? Bring out the importance of product line for a company.	5	5
14	Deduct the reasons for difference in organizational Structure	5	5
15	Evaluate Test Marketing? Explain its types.	5	5
16	Critically evaluate the need for a wholesaler and retailer for distributing a consumer durable product.	5	5
	PART – B Answer any TWO out of FOUR questions in about 700 words each (2 X 12 = 24)	CO	KL
17	Examine the different phases in the life cycle of a product.	6	6
18	Analyse the need for advertising for a consumer durable with an example.	6	6
19	Critically evaluate the different types of pricing strategies adopted by a company.	6	6
20	Evaluate the different elements of organizational structure.	6	6
