

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86**  
**(For candidates admitted during the academic year 2009–10)**

**SUBJECT CODE : EC/PE/MT23**

**M. A. DEGREE EXAMINATION, APRIL 2010**  
**BRANCH III – ECONOMICS**  
**SECOND SEMESTER**

**COURSE : ELECTIVE**  
**PAPER : MARKETING MANAGEMENT**  
**TIME : 3 HOURS**

**MAX. MARKS : 100**

**SECTION – A**

**ANSWER ANY FIVE QUESTIONS.**

**(5 X 8 = 40)**

1. Explain the concept of value marketing strategy
2. What are the objectives of value-pricing the product?
3. Define Brand Extension. Explain the need of Brand Extension
4. What are the characteristics of services?
5. What are the disadvantages of Brand Extension?
6. Explain the concept of pricing merchandise
7. What do you mean by Distribution Strategy?

**SECTION – B**

**ANSWER ANY THREE QUESTIONS**

**(3 X 20 = 60)**

8. What are the channels of Distribution? Explain its importance in Marketing?
9. What is the impact of brand ambassador on Sales and Services?
10. Define Pricing: What are the objectives and approaches of pricing?
11. What are the objectives and importance of Sales Promotion?
12. Explain the importance and techniques of Distribution in Rural market

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