

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86**  
**(For candidates admitted during the academic year 2011–12)**

**SUBJECT CODE: 11EC/PE/MT44**

**M. A. DEGREE EXAMINATION, APRIL 2013**  
**BRANCH III – ECONOMICS**  
**FOURTH SEMESTER**

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

**MAX. MARKS: 100**

**SECTION – A**

**ANSWER ANY FIVE QUESTIONS. EACH ANSWER NOT TO EXCEED 300 WORDS.** **(5 X 8 = 40)**

1. What is meant by marketing strategy?
2. What is a brand? What are the essentials of a good brand?
3. Briefly explain the functions of advertising?
4. What are services? Bring out its characteristics
5. What are the tools in public relations?
6. Describe assortment planning.
7. Enumerate the objectives of pricing.

**SECTION – B**

**ANSWER ANY THREE QUESTIONS. EACH ANSWER NOT TO EXCEED 1200 WORDS.** **(3 x 20 = 60)**

8. Discuss the issues in marketing strategies in terms of creating value.
9. Examine the methods of brand repositioning.
10. Discuss the role of branding in services marketing.
11. Explain the various aspects of sales promotion and personal selling.
12. Examine the various methods of distribution in rural marketing.

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