

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

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

**M. A. DEGREE EXAMINATION, APRIL 2011**  
**BRANCH III – ECONOMICS**  
**SECOND SEMESTER**

**COURSE : ELECTIVE**  
**PAPER : MARKETING MANAGEMENT**  
**TIME : 3 HOURS** **MAX. MARKS : 100**

**SECTION – A**

**ANSWER ANY FIVE QUESTIONS IN ABOUT 300 WORDS EACH. (5 X 8 = 40)**

1. Define Marketing strategy. Explain the concept of marketing mix.
2. What is Brand extension? Explain the advantages of brand extension.
3. What are the objectives and approaches of pricing of services?
4. Explain the importance of retail marketing.
5. Define advertising. What are the various forms of advertising?
6. What are the obstacles of distribution in Rural Market?
7. Explain the various communication strategies in rural marketing.

**SECTION – B**

**ANSWER ANY THREE QUESTIONS IN ABOUT 1200 WORDS EACH. (3 X 20 = 60)**

8. What are the different kinds of Pricing? Which among these is suitable to perishable goods?
9. Explain the importance of brand personality. How does brand personality promote sales?
10. Define market segmentation. What is the basis of market segmentation?
11. How is a new product developed and promoted in rural India. What are the various practices followed for the promotion of sales.
12. What are the characteristics of service marketing? Explain in brief the practical difficulties in distribution.

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