

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86
(For candidates admitted from the academic year 2004 – 2005 & thereafter)

SUBJECT CODE : **EC/AC/MT23**

B. A. DEGREE EXAMINATION, APRIL 2007

BRANCH IV - ECONOMICS

SECOND SEMESTER

COURSE : **ALLIED – CORE**

PAPER : **MARKETING**

TIME : 3 HOURS.

MAX. MARKS : 100

SECTION – A

ANSWER ALL QUESTIONS. EACH ANSWER NOT TO EXCEED

50 WORDS:

(10x3= 30)

1. Define the term “Marketing”
2. What is micro marketing?
3. What is a rural market?
4. What is a product?
5. What is product mix?
6. Define a wholesaler.
7. What is promotion mix?
8. Define packaging.
9. What is skimming pricing?
10. What is regulated market?

SECTION – B

ANSWER FIVE OF THE FOLLOWING. EACH ANSWER NOT TO EXCEED

300 WORDS.

(5 x 6 =30)

11. Trace the evolution of marketing.
12. Examine the factors that influence pricing.
13. Examine the merits of personal selling.
14. Bring out the functions of packaging.
15. How is a new product developed?
16. Why do products fail?
17. Bring out the importance of branding.

SECTION – C

ANSWER ANY TWO QUESTIONS. EACH ANSWER NOT TO EXCEED

1200 WORDS.

(2 x 20 = 40)

18. Discuss the role of marketing in a less developed country.
19. Examine the functions of a Retailer.
20. Examine the functions of advertising.
21. Evaluate the problems of rural marketing in India.

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