

**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 2008**

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**  
**(10 X 3 = 30)**

1. Define 'Marketing'
2. What is a Wholesale market?
3. Explain marketing environment
4. Marketing mix – explain
5. What is product line?
6. Explain product life-cycle
7. Marketing channel – explain
8. What is skimming price?
9. What is 'labelling'.
10. Explain market segmentation

**SECTION – B**

**ANSWER ANY FIVE OF THE FOLLOWING. EACH ANSWER NOT TO EXCEED 300 WORDS.**  
**(5 X 6 = 30)**

11. Bring out the role of marketing in a developing economy.
12. Examine the controllable and uncontrollable factors in marketing
13. Examine the merits of branding
14. Examine the functions of packaging
15. How is a new product developed?
16. Examine the various sales promotion schemes at consumer level.
17. Bring out a case for and against middlemen.

**SECTION – C**

**ANSWER ANY TWO OF THE FOLLOWING. EACH ANSWER NOT TO EXCEED 1200 WORDS.**  
**(2 X 20 = 40)**

18. Discuss the factors influencing price determination of a product.
19. Enumerate the functions of advertising.
20. Describe the rural marketing scene in India.
21. Describe the services rendered by retailer.

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