

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

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

**M. A. DEGREE EXAMINATION, APRIL 2015  
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. Explain the various objectives of pricing.
2. What are the advantages of cost based brand?
3. Explain the various types of channel distribution.
4. Discuss the various elements buying.
5. What are the importances of sales promotion?
6. Explain the various problems of rural market.
7. Discuss the theory of product mix.

**SECTION – B**

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

8. Examine the process of marketing strategy and planning.
9. Discuss the consumer based brand.
10. Explain the various kinds of packaging.
11. Briefly discuss the advantages of retailer's management.
12. Explain the concept of communication strategy.

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