

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86
(For candidates admitted during the academic year 2015– 16 and thereafter)

SUBJECT CODE: 15EC/PE/EB14

M. A. DEGREE EXAMINATION, APRIL 2019
BRANCH III – ECONOMICS
FOURTH SEMESTER

COURSE : ELECTIVE
PAPER : ECONOMICS FOR BUSINESS AND 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 organizational structure? List the basic elements of organizational structure.
2. What is a product mix? Explain the important dimensions of a company's product mix.
3. Why do many new products fail? Give reasons.
4. Why are marketing channels important?
5. Elaborate different channel management decisions of a firm.
6. Elucidate the term advertising objective. Classify advertising objectives by primary purpose.
7. Explain how a company might evaluate the effectiveness of sales promotion.
8. How to use performance appraisal to motivate employees?

SECTION – B

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

9. Narrate the characteristics of organisational development. Discuss the process of organisation development.
10. Evaluate why consumers are willing to pay more for branded products than for unbranded products. Justify your answer in favour of branding.
11. State the important benefits of integrated logistics management. Discuss integrated logistics management in terms of close working relationships across different departments inside the company.
12. What are the significant business promotion tools? Explain how to develop the sales promotion programme.
13. Why does one person spend much time and energy on personal safety and another on gaining the esteem of others? Describe how Maslow explains this phenomenon.
