 LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

**M.A.** DEGREE EXAMINATION - **ECONOMICS**

SECOND SEMESTER – **APRIL 2012**

# EC 2951 - PRINCIPLES OF MARKETING MANAGEMENT

Date : 26-04-2012 Dept. No. Max. : 100 Marks

Time : 9:00 - 12:00

**PART – A**

**Answer any FIVE questions in about 75 words each: (4 x 5=20)**

1. Differentiate between Marketing and selling?
2. What is meant by channel conflict.
3. Write a short note on Intrapreneurial Marketing.
4. What is meant by Augmented Product?
5. State the different forms of Geographical Pricing.
6. Write a brief note on cannibalization.
7. State the various Export Promotion Council and Commodities Board.

**PART - B**

**Answer any FOUR questions in about 250 words each: (4 x 10= 40)**

1. Compare and contrast undifferentiated, differentiated and concentrated targeting strategies. which strategy is best?
2. Describe the four distinct stages in Product Life Cycle?
3. Briefly highlight the Functions of Marketing.
4. Define a product and explain the major classifications of products.
5. Examine the Consumer Protection Act 1986.
6. Explain the use of BCG matrix in preparing a strategy.
7. Write a short note on a) Marketing Audit b) Elements of Marketing Mix .

**PART - C**

**Answer any TWO questions in about 900 words each: (2 x 20= 40)**

1. Discuss the importance of Marketing Information System.
2. Discuss the role of advertising in the promotion mix and recommend three advertising media for a campaign to introduce a new line of men’s personal care products under a Sachin Tendulkar’s label.
3. As a newly appointed export manager, you have received an export order for export of sea foods to Australia. Describe the procedure you have to follow for this purpose.
4. Discuss the significance of Social Marketing in the Indian business environment in the Post-liberalized period.

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