



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.A. DEGREE EXAMINATION – ECONOMICS

THIRD SEMESTER – NOVEMBER 2014

EC 3951 - PRINCIPLES OF MARKETING MANAGEMENT

Date : 12/11/2014
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

PART-A

Answer any FIVE Questions in 75 words each:

(5x4=20marks)

1. Differentiate Micro Marketing and Macro Marketing.
2. Distinguish between Product Line & Product Mix.
3. Write a note on Skimming Pricing.
4. State the factors that influence Product Line Decision Strategies.
5. What are the reasons for product innovation?
6. State the different types of Positioning
7. Compare 4 Ps with 4 Cs.

PART - B

Answer any FOUR Questions in 300 words each:

(4x10=40marks)

8. Explain the objectives of a Firm in Pricing policies.
9. Examine the various sources of Marketing Finance.
10. Write short notes on:
 - a. Branding.
 - b. Packaging.
 - c. Labelling.
11. Explain the functions of Channel Distribution.
12. Discuss the importance of Market Research in Modern Marketing.
13. State and explain the factors affecting the marketing mix
14. Illustrate with example the process of market segmentation.

PART-C

Answer any TWO Questions in 900 words each:

(2x20=40marks)

15. Write short notes on the following:
 - a. Social Marketing. (5 marks)
 - b. Rural Marketing. (5 marks)
 - c. Relationship Marketing. (5 marks)
 - d. Legal Marketing. (5 marks)
16. Examine in detail the various approaches to the study of Marketing.
17. Elucidate the various levels involved in Product Planning and Development.
18. Discuss the determinants of the consumer behaviour.
