



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**M.A. DEGREE EXAMINATION – ECONOMICS**  
**THIRD SEMESTER – NOVEMBER 2022**  
**PEC 3601 – PRINCIPLES OF MARKETING**

Date: 02-12-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

**PART – A**

**Answer any FIVE of the following**

**(5 X 4 = 20 Marks)**

1. Define Marketing.
2. What are the requirements for effective segmentation?
3. Write a short note on market positioning.
4. State the functions of wholesaler.
5. What is meant by marketing mix?
6. List out the phases in Product Life Cycle.
7. What is social marketing?

**PART- B**

**Answer any FOUR of the following:**

**(4 X 10 = 40 Marks)**

8. How does a company decide on its promotion budget?
9. Analyse the role of social marketing in India's economic development.
10. Explain the external factors affecting pricing decisions.
11. Highlight the importance of 'Market classification'.
12. Discuss the role of marketing in economic growth.
13. Explain the elements of marketing research.
14. Distinguish between wholesale marketing and retail marketing.

**PART- C**

**Answer any TWO of the following:**

**(2 X 20 = 40 Marks)**

15. Analyse the factors influencing marketing environment in the society.
16. Discuss in detail the various marketing communication strategies.
17. Examine the different pricing strategies involved in marketing.
18. Elaborate the role of marketing in today's world.

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