

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)

Chromepet, Chennai — 600 044.

M.A. (Eco) END SEMESTER EXAMINATIONS NOVEMBER - 2023

SEMESTER - I

22PECET1001 - Marketing Concepts

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. List out the procedure of target marketing.
2. Explain the scope and kinds of marketing research.
3. Prepare the factors influencing pricing decisions.
4. Describe are the objectives of E-Marketing.
5. Sketch the major branding strategies with suitable example.
6. Apply the process of conducting marketing research.
7. Describe the importance of pricing in marketing.
8. Examine the features of E-Marketing

Section C

I - Answer any **TWO** questions ($2 \times 10 = 20$ Marks)

9. Describe briefly the external macro environment affecting the marketing function.
10. Predict the approaches to brand valuation.
11. Diagnose the various methods of marketing research.
12. Classify the different kinds of pricing.

II - Compulsory question ($1 \times 10 = 10$ Marks)

13. Examine the marketing mix implication of E-marketing
