



THE AMERICAN COLLEGE, MADURAI

(An Autonomous Institution Affiliated to Madurai Kamaraj University)
Re-accredited (2nd Cycle) by NAAC with Grade "A", CGPA – 3.46 on a 4-point scale

Backlog Arrear Examination, March 2021

CMC 1431/1424/CIT 1407

PRINCIPLES & PRACTICES OF MARKETING/MARKETING

Marks: 75

Part I

Duration:3 Hours

Answer any FIVE from the following: (5/7 X 15=75)

1. Elucidate the classification of markets.
2. Explain the functions of marketing.
3. Discuss the various types of market segmentation.
4. Bring out the macro environmental factors in marketing.
5. Elaborate the different kinds of pricing.
6. Discuss the various steps of the strategic marketing planning process.
7. What is product life cycle? explain with diagram.