



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 1221

PRINCIPLES OF MARKETING

Time: 2 Hrs.

Marks: 60.

Answer any **FOUR** of the following Questions:

(4 x 15 = 60)

1. Explain the merits of Marketing.
2. Narrate the functions of Marketing
3. Describe the benefits of Marketing segmentation.
4. Enumerate the product life cycle.
5. Explain the product development and its process.
6. Illustrate the types of pricing.