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Name.....

Reg. No.....

SIXTH SEMESTER B.A. DEGREE EXAMINATION, MARCH 2017

(CUCBCSS—UG)

Economics

ECO 6E 02—APPLIED THEORY OF MARKETS

Time : Three Hours

Maximum : 80 Marks

Answers may be written either in English or in Malayalam.

Part A

Answer all questions.

Each question carries ½ mark.

1. Process of managing upstream and downstream of final goods, flow of raw materials and information about resellers and final consumers is classified as :
 - (a) Physical Distribution Network.
 - (b) Delivery Network.
 - (c) Supply Chain Management.
 - (d) Marketing Logistics Network.
2. Form of distribution system in which one firm setup more than one marketing channel to reach more than one customer segment is classified as :
 - (a) Multiple intermediary system.
 - (b) Multichannel system.
 - (c) Multichannel distribution system.
 - (d) Multiple manufacturing franchises.
3. Personal factors include :
 - (a) Personality and Self Concept.
 - (b) Online Communities.
 - (c) Roles And Status.
 - (d) Social Class.
4. Consumer promotion technique in which products are offered at low cost or free of cost on purchase of new product is classified as :
 - (a) Sample.
 - (b) Coupon.
 - (c) Premium.
 - (d) Cash Refunds.
5. Website build to engage customers from different places to move them closer for marketing outcome is classified as :
 - (a) Corporate Website.
 - (b) Marketing Website.
 - (c) Branding Website.
 - (d) Viral Website.

Turn over

6. Direct marketing through which products are sold directly to customer on phone call is classified as :
- (a) Telephone Marketing. (b) On-line Marketing.
(c) Retail Outlet. (d) Off-line Marketing.
7. Forces and factors that shape customers preferences and behaviours are known as :
- (a) Cultural Environment. (b) Demographic Environment.
(c) Economic Environment. (d) Political Environment.
8. Physical distribution channels include :
- (a) Retailers. (b) Wholesalers.
(c) Both (a) and (b). (d) None of above.
9. Sources of ideas for product development comes from :
- (a) Internal Sources. (b) Product Lines Extension.
(c) External Sources. (d) Both (a) and (b).
10. Customers in growth stage of life cycle of products are classified as :
- (a) Innovators. (b) Early Adopters.
(c) Middle Majority Customers. (d) Laggards.
11. The stage of the product life cycle in which the product has achieved acceptance from potential buyers is :
- (a) Productive Stage. (b) Maturity Stage.
(c) Improved Market Stage. (d) Profit Achieved Stage.
12. Consumers who remain loyal to two or three brands are classified as :
- (a) Split Loyal. (b) Switchers.
(c) Shifting Loyal. (d) Hard-Core Loyal.

(12 × ½ = 6 marks)

Part B (Very Short Answer Questions)

*Answer any ten questions.
Each question carries 2 marks.*

13. Monopoly.
14. Niche.
15. Product line.
16. B2C marketing.
17. SWOT analysis.
18. Market Segmentation.
19. Brand Extension.
20. Personal selling.
21. E - Commerce.
22. Target Marketing.
23. Budget Constraint.
24. List the different types of organizational markets.

(10 × 2 = 20 marks)

Part C (Short Essay Questions)

*Answer any six questions.
Each question carries 5 marks.*

25. Elaborate on the various pricing strategies that a company can follow.
26. 'In recent times, giving more importance to the customer, a new concept of 4Cs has been introduced.'
Elaborate.
27. Briefly mention the four generic target marketing strategies.
28. Elaborate on the four types of marketing channels that a firm can opt for.
29. Detail a new product development process.
30. Summarise the four factors that influence consumer behaviour.
31. What are the criteria for effective market segmentation ?
32. What does PEST stand for ? Elaborate.

(6 × 5 = 30 marks)

Turn over

Part D (Essay Questions)

Answer any two questions.

Each question carries 12 marks.

33. What are the stages of buying decision process ? Elaborate.
34. What are the commonly followed bases for segmentation of consumer and industrial markets ?
35. Explain what is meant by the concept of Product Life - cycle. What are the different stages of product life cycle ?
36. 'The traditional marketing mix consisting of the four Ps.'

(2 × 12 = 24 marks)