16U641

(Pages:

SIXTH SEMESTER B.A. DEGREE I

(Regular/Supplementary (CUCBCSS CC15U ECO6 E02 - APPLIED Economics-E

(2015 Admission

Time: Three Hours

Answers may be written either in English or in Malayalam

Part A

Answer *all* questions. Each question carries ¹/₂ mark.

1.	Direct marketing through which products an
	classified as

(a) Telephone marketing	(b) On
-------------------------	--------

- (c) Retail marketing
- 2. The stage of the product cycle in which the product has achieved acceptance from the potential buyers is
 - (a) Introduction stage
 - (c) Growth stage
- 3. Which of the following is not a function of the retailer?
 - (a) Storing (b) Financing
 - (c) Risk bearing (d) Producing
- 4. Which of the following operates without the help of salesmen?
 - (a) Departmental Store
 - (c) Chain stores
- 5. Which of the following is an external factor influencing price?
 - (a) Cost of the product
 - (d) PLC (c) Marketing mix
- 6. In a competitive market having several substitutes, a firm may adopt.
 - (a) Skimming pricing
 - (c) Premium pricing

(1)

3)	Name:				
	Reg. No				
EXAMINATION, APRIL 2019					
y/Improver	ment)				
-UG)	-UG)				
THEORY OF MARKETS					
lective					
onwards)					
	Maximum: 80 Marks				

re sold directly to customer using phone call is

line marketing

(d) Offline marketing

(b) Maturity stage

(d) Saturation stage

(b) Supermarket

(d) Mail Order House

(b) Competition

(b) Penetration pricing

(d) None of these

Turn Over

7. Injurious consumption occurs whe	en	
(a) individuals make consumption	decisions that have a negative impact on their long-	Part C (Short Essay
run well being.		Answer any <i>six</i> questions. Each questions is the second s
(b) a firm advertises benefits that	the product cannot deliver.	25. What are the internal factors affecting pricing of
(c) consumers purchase products	For symbolic rather than functional reasons.	26. What is price skimming? What are the reasons
(d) a product is introduced that do	es not meet consumer needs.	27. What is resale price maintenance?
8. Which of the following is an exar	pple of durable goods?	28. What are the functions of marketing middleme
(a) Soap (b) Toothpaste	(c) Soft drink (d) TV	29. Distinguish between wholesaler and retailer. W
9. Which of the following is not a co		30. What are the different promotional techniques
(a) Brand name	(b) Brand loyalty	31. What are the features of supermarkets? Do you
(c) Brand awareness	(d) Brand association	32. What are the factors that influence buying deci
10. Introduction of product in large so	ale in the target market is called	
(a) Test marketing	(b) Business analysis	Part D (Essay Qu
(c) Commercialization	(d) Product testing	Answer any <i>two</i> questions. Each qu
11. Which of the following is not an a	ctivity of physical distribution?	33. Define channels of distribution. Explain the
(a) Order processing	(b) Warehousing	distribution.
(c) Transportation	(d) Advertising	34. Explain what is the concept of the product 1
12. Which of the following is conside	red as the last link in the chain of distribution?	product life cycle?
(a) Retailer (b) Wholesaler		35. Define product mix. Explain different product
	$(12 \times \frac{1}{2}) = 6$ Marks)	36. What is a new product? Explain different
	$(12 \land 72 = 0 \text{ Marks})$	development.

Part B (Very Short Answer Questions) Answer any *ten* questions. Each question carries 2 marks

- 13. Product Line.
- 14. Target marketing.
- 15. General store.
- 16. Vertical marketing.
- 17. Inventory control.
- 18. Itinerant traders.
- 19. Margin free market.
- 20. Prestige pricing.
- 21. Keep-out pricing.
- 22. Trading up.
- 23. Labelling.
- 24. Trademark.

(3)

16U641

y Questions)

question carries 5 marks.

g decisions?

ns for adopting skimming pricing?

emen? r. Whom do you feel makes more profit? ues?

you think they threat to local retailers? ecisions?

(6 × 5 = 30 Marks)

Questions)

question carries 12 marks.

e factors influencing selection of channel of

: life cycle. What are the different stages of

ct mix strategies.

ent stages in the process of new product

 $(2 \times 12 = 24 \text{ Marks})$
