17U6	542	(Pages	: 3)	Name:						
				Reg. No						
SIXTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2020										
(CUCBCSS-UG) (Regular/Supplementary/Improvement)										
CC15U ECO6 E02 - APPLIED THEORY OF MARKETS										
Economics – Elective										
(2015 Admission onwards) Time: Three Hours  Maximum: 80 Marks										
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Part A										
Answer <i>all</i> questions. Each question carries ½ marks.										
	C	egins and ends with the								
	(a) Consumers	(b) Producers	(c) Retailers	(d) Wholesalers						
	2. Direct marketing through which products are sold directly to customer on phone call is									
	classified as:									
	(a) Retail outlet		(b) Off-line marke	C						
		Telephone marketing (d) Spot man								
	3. The market segmentation on the basis of state, region, climate etc. are known a									
(a) Psychographic segmentation			(b) Geographical segmentation							
	(c) Behavioural segmentation (d) Demogra			phic segmentation						
4.	4. Consumers who remain loyal to two or three brands are classified as:									
	(a) Split loyal	(b) Switchers	(c) Shifting loyal	(d) Hard core loyal						
5.	5. The goods which are purchased on sight without any planning are									
	(a) Red goods	(b) Impulse goods	(c) Brown Goods	(d) Emergency goods						
6.	y goods and services on									
	credit is known as									
	(a) Debit card	(b) Rupay card	(c) Credit card	(d) ATM card						
7.	Sales promotion is a tool used to stimulate immediate increase in Demand.									
	(a) Short term	(b) Medium term	(c) Long term	(d) All of the above						
8.	The practice of price computation by adding a certain percentage of profit to the cost of									
product is termed as										
(a) Penetration pricing		(b) cost plus pricing								
	(c) Competition base	d pricing	(d) Demand based pricing							

(1) Turn Over

9.	Place, promotion, price and product are the elements of					
	(a) Price mix	(b) Promotion mix	(c) Product mix	(d) Marketing mix		
10.	10 refers to the mini launch of new product					
	(a) Test Marketing	(b) Target marketing	(c) Direct marketing	(d) Logistic marketing		
11.	11. The process of charging a high initial price in the market for a newly introduced product is					
	known as					
	(a) Break even pricing		(b) Penetration pricing	g		
	(c) Skimming price		(d) Marginal cost Pricing			
12.	12. The marketing channel consists of manufacturer and consumer is					
	(a) One level channel		(b) Two level channel	I		
	(c) Zero level channel		(d) Three level channel	el		
				$(12 \times \frac{1}{2}) = 6 \text{ Marks}$		

## Part B (Very Short Answer Type)

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

- 13. List out briefly the different types of markets.
- 14. Distinguish between retail and wholesale marketing.
- 15. Who is a rational consumer?
- 16. Elaborate PEST Analysis.
- 17. What is packaging?
- 18. Define online marketing.
- 19. Explain product line and product mix.
- 20. What is multi level marketing?
- 21. Discuss channel conflict.
- 22. What is M- Commerce.
- 23. What do you meant by a trade mark?
- 24. What are budget constraints?

 $(10 \times 2 = 20 \text{ Marks})$ 

## Part C (Short Essay Type)

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

- 25. What is market segmentation? Discuss the advantages of market segmentation.
- 26. Discuss the Challenges of Indian Marketing?
- 27. Define Branding and explain the characteristics of a good brand.
- 28. Explain different types of E-Commerce.

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- 29. Differentiate between Advertisement and Personnel selling.
- 30. Explain the basic strategies of target marketing.
- 31. What are the different marketing channels that a firm can opt for?
- 32. Explain briefly the concept sales promotion.

 $(6 \times 5 = 30 \text{ Marks})$ 

## Part D (Essay Type)

Answer any two questions. Each question carries 12 marks.

- 33. Explain the various phases of product life cycle. Discuss in detail the importance of product life cycle in the marketing context.
- 34. What are the stages involved in the buying decision process? Elaborate.
- 35. Define marketing? Briefly explain the significance and functions of marketing.
- 36. Briefly explain the factors affecting the pricing decisions.

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

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