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Name:

Reg. No.....

SIXTH SEMESTER B.A. DEGREE EXAMINATION, MARCH 2018

(CUCBCSS-UG)

CC15U ECO6 E02 - APPLIED THEORY OF MARKETS

Economics–Elective

(2015 Admission)

Time: Three Hours

Maximum: 80 Marks

Part A

Answer *all* questions. Each question carries ½ mark.

1. Modern marketing begins and ends with the -----
(a) Consumers (b) Producers (c) Retailers (d) wholesalers.
2. The market segmentation on the basis of age, sex, income, family size, occupation etc. known as -----
(a) Psychographic segmentation (b) Geographical segmentation
(c) Behavioural segmentation (d) Demographic segmentation
3. Which of the following is not included in the function of physical supply of products?
(a) Transportation (b) storage (c) packaging (d) standardization
4. The type of retailers who sell their products through internet is known as -----
(a) catalogue- marketers (b) Tele- marketers
(c) e-tailors (d) Itinerant- retailers
5. Physical distribution channels include:
(a) Retailers (b) wholesalers (c) both (a) and (b) (d) none of these
6. The goods which are purchased on sight without any planning are -----
(a) Emergency goods (b) Impulse goods (c) Brown goods (d) Red goods
7. The practice of price computation by adding a certain percentage of profit to the cost of product per unit is termed as -----
(a) Demand based pricing (b) competition based pricing
(c) Cost plus pricing (d) Penetration pricing
8. ----- is a type of premium offer in which gift item is packed with the product in the package itself or may be appended to the outside box.
(a) Self- liquidating premium (b) Direct premium
(c) free- in –mail premium (d) a reusable container
9. The marketing channel consists of manufacturer and consumer is -----
(a) One level Channel (b) Two level channel
(c) Zero level channel (d) Three level channel
10. ----- provides a price reduction after the purchase and not at the retail shop;
(a) Sample (b) coupon (c) rebate (d) premium
11. Channels of distribution, warehousing, transportation and inventory are the four components of -----
(a) Product mix (b) promotion mix (c) marketing mix (d) distribution mix

12. ----- refers to the mini launch of the new product
- (a) Test marketing (b) Target marketing
(c) Direct marketing (d) Logistic marketing

(12 x ½ = 6 Marks)

Part B (Very Short Answer Questions)

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

13. Differentiate between Market and Marketing.
14. What is Online Marketing?
15. Define personal selling.
16. What is multilevel marketing?
17. Who is a wholesaler?
18. What is channel conflict?
19. Briefly explain marketing mix.
20. List out the different types of markets.
21. What are the merits and demerits of direct marketing?
22. Differentiate between brand and trade mark.
23. What are the advantages of packaging?
24. What do you mean by budget constraint?

(10 x 2 = 20 Marks)

Part C (Short Essay Questions)

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

25. What is Target marketing? What are the approaches used for selecting target marketing?
26. What are the important marketing concepts followed by marketers?
27. Briefly explain different types of E-commerce.
28. What does PEST stand for? Elaborate it.
29. Differentiate between advertisement and sales promotion.
30. Discuss the various pricing strategies adopted by the marketers.
31. Define a retailer. Briefly explain the functions of a retailer.
32. What factors do you consider while determining the channel decisions for a product?

(6 x 5 = 30 Marks)

Part D (Essay Questions)

Answer any *two* questions. Each question carries 12 marks.

33. Define market segmentation. Discuss the various methods or bases followed in the market segmentation of consumer goods.
34. What is meant by public Relation? Briefly explain the importance and major tools of public relation.
35. Define consumer behavior. What are the various factors which influence the buying decision of a consumer?
36. Discuss briefly the various marketing strategies that a company can adopt in different stages of product life cycle.

(2 x 12 = 24 Marks)
