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Name: .....

Reg. No.....

**SIXTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2019**

(Regular/Supplementary/Improvement)

(CUCBCSS-UG)

**CC15U ECO6 E02 - APPLIED THEORY OF MARKETS**

Economics–Elective

(2015 Admission onwards)

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. Direct marketing through which products are sold directly to customer using phone call is classified as
  - (a) Telephone marketing
  - (b) Online marketing
  - (c) Retail marketing
  - (d) Offline marketing
2. The stage of the product cycle in which the product has achieved acceptance from the potential buyers is
  - (a) Introduction stage
  - (b) Maturity stage
  - (c) Growth stage
  - (d) Saturation 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
  - (b) Supermarket
  - (c) Chain stores
  - (d) Mail Order House
5. Which of the following is an external factor influencing price?
  - (a) Cost of the product
  - (b) Competition
  - (c) Marketing mix
  - (d) PLC
6. In a competitive market having several substitutes, a firm may adopt.
  - (a) Skimming pricing
  - (b) Penetration pricing
  - (c) Premium pricing
  - (d) None of these

(1)

**Turn Over**

