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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

**Part A**

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

1. Modern marketing begins 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 marketing  
(c) Telephone marketing      (d) Spot marketing
3. The market segmentation on the basis of state, region, climate etc. are known as:  
(a) Psychographic segmentation      (b) Geographical segmentation  
(c) Behavioural segmentation      (d) Demographic segmentation
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. The goods which are purchased on sight without any planning are -----  
(a) Red goods      (b) Impulse goods      (c) Brown Goods      (d) Emergency goods
6. A financial instrument which can be used more than once to buy 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 based pricing      (d) Demand based pricing

