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Name:

Reg. No.....

SIXTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2021

(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. In which type of market, advertisement is absent?
(a) Monopolistic competition (b) Oligopoly
(c) Perfect competition (d) All of the above
2. Marketing creates ----- utility.
(a) Place (b) Time (c) Possession (d) All of the above
3. Modern marketing consider customer as ----- in business
(a) End point (b) Starting point
(c) Both starting and End point (d) None of these
4. The term Product concept was first used by -----
(a) Philip Kotler (b) Theodore Levitt (c) Edward G.Koch (d) Wendell R. Smith
5. Strategy of serving a very small segment of market not yet been identified and served by competitors are known as:
(a) Niche marketing (b) Segment marketing
(c) Local marketing (d) Individual marketing
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. Direct marketing is also called -----
(a) One level marketing (b) Two level marketing
(c) Zero level marketing (d) Three level marketing
8. Who has introduced the concept market segmentation?
(a) N.H Borden (b) Theodore Levitt
(c) Rosser Reeves (d) Wendell R. Smith

- 9. Fixing a high price with high promotional expenses are known as -----
 - (a) Rapid penetration strategy
 - (b) Slow penetration strategy
 - (c) Rapid skimming strategy
 - (d) Slow skimming strategy
 - 10. Personal factors which determine consumer behavior includes:
 - (a) Personality and Self image
 - (b) Roles and Status
 - (c) Culture and Sub culture
 - (d) Social class
 - 11. In which stage of product life cycle, losses are incurred because of heavy development and promotional cost.
 - (a) Growth stage
 - (b) Maturity stage
 - (c) Introduction stage
 - (d) Decline stage
 - 12. Place, Promotion, Product and Price are the elements of -----
 - (a) Product mix
 - (b) Sales mix
 - (c) Promotion mix
 - (d) Marketing mix
- (12 × ½ = 6 Marks)**

Part B (Very Short Answer Questions)

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

- 13. Differentiate between consumer goods and producer goods.
- 14. What do you mean by Psychological pricing?
- 15. Define B2B E-Commerce.
- 16. List out the important functions of marketing.
- 17. Define the concept Product line.
- 18. What is physical distribution?
- 19. Explain Geographic segmentation.
- 20. What do you meant by post purchase behavior of a consumer?
- 21. What is channel conflict?
- 22. Elaborate PEST.
- 23. Define Target marketing.
- 24. What is labeling?

(10 × 2 = 20 Marks)

Part C (Short Essay Questions)

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

- 25. Briefly explain the advantages and disadvantages associated with E-Commerce.
- 26. Distinguish between Marketing and Selling.
- 27. What are the basic factors to be considered while selecting a suitable channel of Distribution?
- 28. List out the services rendered by a wholesaler.

(2)

- 29. Distinguish between Brand and trade mark.
- 30. “Advertisement is nothing but salesmanship in print”-explain.
- 31. State the important factors which affect the pricing decision of a product.
- 32. Discuss the concept marketing Environment.

(6 × 5 = 30 Marks)

Part D (Essay Questions)

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

- 33. What do you mean by consumer behavior? Discuss the factors which influence the consumer behavior.
- 34. Explain briefly the various sales promotion techniques undertaken at dealer’s as well as consumer’s level.
- 35. List out the various phases of product life cycle and also examine the various marketing strategies that a company shall adopt in each stages of its PLC.
- 36. What is market segmentation? Explain the various steps involved in market segmentation.

(2 × 12 = 24 Marks)

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