

(6 pages)

Reg. No. :

Code No. : 10627 E Sub. Code : CAEC 21

B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2023.

Second Semester

Economics – Allied

ECONOMICS OF MARKETING

(For those who joined in July 2021 – 2022)

Time : Three hours Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer.

1. What does the term 'marketing' refer to?
 - (a) New product development
 - (b) Advertising and other promotional activities
 - (c) Achieving sales and profit targets
 - (d) Creating customer value and satisfaction

5. To achieve market expansion a company must?
 - (a) Use distribution channels more effectively
 - (b) Use advertising campaigns more effectively
 - (c) Price their products more strategically
 - (d) All of the above
6. In an organization strategic marketing planning must begin with?
 - (a) Hiring a senior planning consultant
 - (b) Establishing organizational goals and objectives
 - (c) Writing the mission statement
 - (d) Writing the vision statement
7. In the service industry how many Ps comprise the marketing mix?
 - (a) 4Ps
 - (b) 7Ps
 - (c) 10Ps
 - (d) 8Ps
8. In Which period the marketing philosophy of "A good product will sell itself" worked ?
 - (a) Marketing
 - (b) Production
 - (c) Sales
 - (d) Relationship

2. Which part of the consumer's income interests the marketers?
 - (a) Gross Income
 - (b) Disposable Income
 - (c) Inflationary Income
 - (d) Discretionary Income
3. Catalogues, sponsored events, and digital media presence are closely associated with the marketing mix activity of?
 - (a) Product development
 - (b) Pricing
 - (c) Promotion
 - (d) Sales
4. Early adopters and opinion leaders tend to?
 - (a) Buy new products in their circles first and voice their opinion
 - (b) Buy tried and tested products
 - (c) Being from upper class, users from other classes are followers
 - (d) Don't take risks easily

9. Which of the following describes "diversification"?
 - (a) New products in new markets
 - (b) New products in existing markets
 - (c) Existing products in an existing market
 - (d) Existing products in new markets
10. Which traits are desired of marketers today?
 - (a) Only creativity
 - (b) Only critical thinking
 - (c) Both creativity and critical thinking
 - (d) Neither creativity nor ethical thinking

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Define the term Market. Explain
Or
(b) Describe the role of marketing in economic development.
12. (a) Describe the Process of procuring and assembling the materials.
Or
(b) Discuss the problems of Buying.

13. (a) Explain the stages of Product Life Cycle and strategies to adapt at every stage.

Or

(b) Explain the features of Product Planning.

14. (a) Explain the importance of good packing.

Or

(b) Discuss the advantages of grading system and importance of grading.

15. (a) Explain the functions of middlemen.

Or

(b) Discuss the retailer's activities in the distribution channel.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Define and explain the Classification of Markets.

Or

(b) Explain Approaches to Marketing studies.

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17. (a) What are the characteristics of Service Marketing?

Or

(b) Explain the Problems of Buying or Consumer Decision Making Process.

18. (a) Explain the classification of product line.

Or

(b) Explain product mix strategies.

19. (a) Discuss the advantage and importance of grading.

Or

(b) Explain the Features of good packaging.

20. (a) Discuss the channels of distribution.

Or

(b) Explain the functions of middlemen.

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