

(6 pages)

Reg. No. :

Code No. : 20682 E Sub. Code : CAEC 21

B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2024.

Second Semester

Economics — Allied

ECONOMICS OF MARKETING

(For those who joined in July 2021-2022 only)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The term "Marketing" refers to?
 - (a) Promotion of the product
 - (b) Focusing on sales and profit
 - (c) Strategizing and implementing the organization process
 - (d) Set of activities to deliver customer value and satisfaction
2. Who is the Father of Modern Marketing?
 - (a) Philip Kotler
 - (b) Peter F. Drucker
 - (c) Abraham Maslow
 - (d) Raymond Kroc
3. The term "Marketing" refers to?
 - (a) Promotion of the product
 - (b) Focusing on sales and profit
 - (c) Strategizing and implementing the organization process
 - (d) Set of activities to delivery customer value and satisfaction
4. Which part of the consumer's income interests the marketers?
 - (a) Gross income
 - (b) Disposable income
 - (c) Inflationary income
 - (d) Discretionary income
5. The marketer focuses on product awareness, trial and expansion in this stage of the product life cycle?
 - (a) Growth stage (b) Decline stage
 - (c) Maturity stage (d) Introduction stage

6. When a customer buys a product without logical thinking, his decision is?
(a) Emotional
(b) Rational
(c) Patronage
(d) All of the above
7. Using a successful brand name to launch a new product in a different category is called?
(a) Line extension
(b) Brand expansion
(c) Brand extension
(d) Branding
8. Choose the factor which is not included as a part of the physical supply?
(a) Storage (b) Standardization
(c) Transport (d) Packaging
9. Which of the following is the best distribution channel for vacuum cleaners?
(a) Telemarketing
(b) Retail stores
(c) Direct Marketing
(d) All of above

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10. Choose the factor which is not included as a part of the physical supply?
(a) Storage (b) Standardization
(c) Transport (d) Packaging

PART B — (5 × 5 = 25 marks)

Answer ALL questions choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) Define Meaning of Market.
Or
(b) What are the objectives of Marketing Management?
12. (a) What are the characteristic of Service Marketing?
Or
(b) Explain the functions of marketing.
13. (a) Explain the importance of product line.
Or
(b) Explain the concepts of product differentiation.
14. (a) Discuss about the advantages and importance of grading.
Or
(b) Explain the concept of labelling.

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15. (a) Define channels of distribution.

Or

(b) What are the marketing intermediaries?

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Definition and explain the classification of Markets.

Or

(b) Explain the role of marketing in economic development.

17. (a) Describe the process of procuring and assembling the materials.

Or

(b) Explain the problems of assembling.

18. (a) Explain the stages of product life cycle and strategies to adapt at every stage.

Or

(b) Discuss the product mix strategies.

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

Or

(b) Explain importance and reasons of branding from producers and society's viewpoint.

20. (a) Explain the functions of middleman.

Or

(b) Explain the concept and functions of wholesaler.
