

Reg. No. :

Code No. : 10317 E Sub. Code : CAEC 21

B.A. (CBCS) DEGREE EXAMINATION, APRIL 2025.

Second Semester

Economics — Allied

ECONOMICS OF MARKETING

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

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions..

Choose the correct answer :

1. Marketing includes philosophy and
 - (a) technology
 - (b) psychology
 - (c) sociology
 - (d) none
2. Modern marketing precedes and succeeds
 - (a) Consumption
 - (b) Satisfaction
 - (c) Innovation
 - (d) Production
3. The transfer of title of goods to the buyer is known as
 - (a) assembling
 - (b) buying
 - (c) selling
 - (d) storing

4. Selling is a _____ process.
 (a) personal (b) impersonal
 (c) both (a) and (b) (d) none
5. Product line is a group of products that are
 (a) similar (b) different
 (c) either (a) or (b) (d) none
6. Product mix includes
 (a) Length (b) Width
 (c) Depth (d) All the above
7. AGMARK is related with _____ products.
 (a) Industrial (b) Agricultural
 (c) Banking (d) None
8. Grading is the process of categorising the products on the basis of
 (a) quality (b) functionality
 (c) features (d) all the above
9. Storage involved the protection and preservation of items to maintain their
 (a) quality (b) safety
 (c) value (d) all the above
10. Retailers are _____ channel of distribution.
 (a) Direct (b) Indirect
 (c) Online (d) None of the above

PART B — (5 × 5 = 25 marks)

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

11. (a) Distinguish between Marketing and Selling.
 Or
 (b) Explain the importance of Marketing.
12. (a) State any four problems in buying.
 Or
 (b) Explain different types of selling.
13. (a) What is product line? Explain its types.
 Or
 (b) Define and explain the concept product mix.
14. (a) What is grading? Explain.
 Or
 (b) Describe the advantages of AGMARK.
15. (a) Explain the essentials of a good storage.
 Or
 (b) Explain the functions of Middlemen.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) State and explain the importance of Marketing.

Or

(b) Describe various aspects of Modern Marketing.

17. (a) What are the elements of buying?

Or

(b) Explain the advantages of assembling.

18. (a) Analyse the concept Product life cycle.

Or

(b) Explain in detail about Product Mix Strategies.

19. (a) Explain the role of ISI in Standardisation.

Or

(b) State and explain the significance of grading.

20. (a) Define Channels of Distribution. List out different types of channels of distribution.

Or

(b) Narrate the functions of wholesaler.