

(CBCS) DEGREE EXAMINATION, APRIL 2022.

Second Semester

Economics — Allied

ECONOMICS OF MARKETING

(For those who joined in July 2021 onwards)

Time : Three hours Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

Goods exchanged for goods are called as _____ system.

- (a) Monetary
- (b) Fiscal
- (c) Barter
- (d) Both (a) & (b)

In the _____ stage of the product life cycle, the sales are at peak and further increase in sales is not possible

- (a) growth
- (b) maturity
- (c) saturation
- (d) decline

ISI was set up in the year _____

- (a) 1950
- (b) 1948
- (c) 1956
- (d) 1947

_____ standards are standards prescribed by the individual firm.

- (a) Price Basis
- (b) Private
- (c) Size basis
- (d) Administrative

Preservation of goods between the time of production and consumption is called as _____

- (a) Buying
- (b) Selling
- (c) Assembling
- (d) Storage

_____ provide credit facility to the consumers

- (a) Wholesalers
- (b) Retailers
- (c) Brokers
- (d) All of the above

2. In a _____ market, there will be only one seller

- (a) Perfect competition
- (b) Imperfect competition
- (c) Monopoly
- (d) Duopoly

3. Manufacturers purchase goods for _____

- (a) Consumption
- (b) Production
- (c) Sales
- (d) Satisfaction

4. There are _____ elements of selling function

- (a) three
- (b) four
- (c) five
- (d) six

5. Anything that possess _____ is described as a product

- (a) utility
- (b) visibility
- (c) quality
- (d) quantity

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) What are the benefits of marketing to the society?

Or

(b) List the objectives of marketing

12. (a) Point out the different kinds of buyers.

Or

(b) What are the elements of selling?

13. (a) Elucidate the features of a product.

Or

(b) Write a note on Product mix.

14. (a) State the differences between standardization and grading.

Or

(b) Mention the aim of ISI

15. (a) Trace the essentials of a good storage.

Or

(b) Discover the types of channels of distribution of products.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Write an essay on the evolution of marketing.

Or

(b) Discuss the various classification of markets.

17. (a) Analyze the various purchasing methods.

Or

(b) What are the problems of assembling?

18. (a) Explain the stages in the product life cycle.

Or

(b) Identify the major factors determining product differentiation.

19. (a) Explain the benefits of standardization and grading.

Or

(b) What is AGMARK? List the benefits of AGMARK

20. (a) Enumerate the functions of middlemen.

Or

(b) Assess the recent trend in marketing.
