



QP CODE: 19102245



Reg No :

Name :

BA DEGREE (CBCS) EXAMINATION, OCTOBER 2019

Third Semester

B.A Corporate Economics Model III

CORE COURSE - EC3CRT09 - MARKETING MANAGEMENT

2017 Admission Onwards

D64E4C29

Maximum Marks: 80

Time: 3 Hours

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Explain marketing.
2. What is meant by macro environment of marketing?
3. Who is a Potential Customer?
4. What is meant by Oligopolistic Market? Give an example.
5. What is responsive marketing?
6. State the importance of packaging and labelling in marketing.
7. What is meant by product Mix?
8. What is pricing research?
9. What is market targeting?
10. What are speciality goods?
11. What is consumer behaviour?
12. Define Stock Exchange. Give two examples of Stock exchanges in India.

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. What is meant by place utility?
14. Explain the different marketing concepts.





15. Write a note on modes of transportation.
16. Explain the utilities of marketing.
17. What is meant by generic products?
18. Explain the elements of Promotion Mix.
19. Explain product mix. What are the factors influencing product mix?
20. Discuss briefly the role of organized market for the development of agricultural sector in India.
21. Explain the merits of regulated market.

(6×5=30)

Part C

Answer any two questions.

Each question carries 15 marks.

22. Comment on the various functions of marketing.
23. What are the pros and cons of branding and packaging?
24. What is sales promotion? what are the various sales promotional methods?
25. Explain Co-operative marketing in detail.

(2×15=30)

