

QP CODE: 18103550

Reg	No	:	****************	

Name :

BA DEGREE (CBCS) EXAMINATION, NOVEMBER 2018

Third Semester

B.A Corporate Economics Model III

CORE COURSE - EC3CRT09 - MARKETING MANAGEMENT

2017 Admission Onwards

AB1039E1

Maximum Marks: 80

Time: 3 Hours

Part A

Answer any ten questions.

Each question carries 2 marks.

- 1. Define marketing.
- 2. Differentiate between market and marketing.
- 3. What is meany by Marketing Offers?
- 4. What is meant by Green Marketing?
- 5. What is meant by market segmentation?
- 6. What is meant by STP in Marketing?
- 7. What is meant by product Mix?
- 3. Who is a Retailer?
- 9. What are the 4Ps of Marketing?
- 10. What is meant by manufactured goods?
- 11. What are the functions of Primary marketing society?
- What is meant by Cooperative marketing societies?

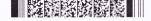
 $(10 \times 2 = 20)$

Part B

Answer any **six** questions.

Each question carries 5 marks.

- 13. Discuss the different types of market.
- 14. Explain Need, Want and Demand with an Example.
- 15. Explain the steps involved in new product planning and development.
- 16. Explain the different types of Product Labelling.
- 17. Explain the causes of marking Risk.



- 19. What are the objectives of Marketing Research?
- 20. Explain the types of agricultural products.
- 21. Explain the merits of regulated market.

 $(6 \times 5 = 30)$

Part C

Answer any two questions.

Each question carries 15 marks.

- 22. What is meant by marketing environment? Explain the forces of marketing environment
- 23. What is marketing research? Discuss the process of marketing research.
- 24. Discuss the impact of socil media in Modern Marketing.
- 25. What is meant by regulated market? Briefly discuss about market committee.

 $(2 \times 15 = 30)$