



23104408

**QP CODE: 23104408**

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

**Name** : .....

**B.A DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE  
EXAMINATIONS, JANUARY 2023**

**Third Semester**

B.A Corporate Economics Model III

**Core Course - EC3CRT09 - MARKETING MANAGEMENT**

2017 Admission Onwards

DBD230E1

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

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

1. Define marketing.
2. What is physical supply?
3. What is meant by Green Marketing?
4. What is meant by Oligopolistic Market? Give an example.
5. What is meant by Primaryt Buyinmg Motive?
6. what is private labelling.
7. What is meant by brand loyalty?
8. Who is a Retailer?
9. What is meant by manufactured goods?
10. What is target marketing?
11. What is consumer behaviour?
12. What is meant by Cooperative marketing societies?

(10×2=20)





**Part B**

*Answer any **six** questions.  
Each question carries **5** marks.*

13. Explain the salient features of market
14. What is marketing environment? What are the factors affecting marketing environment?
15. Write down the functions of channels of distribution.
16. What are the functions of physical distributon?
17. State the scope of marketing research
18. What are the functions of retailers?
19. Bring out the special characteristic features of industrial goods.
20. Write down the kinds of agricultural products.
21. Write a note on internet marketing.

(6×5=30)

**Part C**

*Answer any **two** questions.  
Each question carries **15** marks.*

22. Comment on the various functions of marketing.
23. What is marketing mix? what are the different types of marketing risk? explain their causes.
24. What is new product development? explain the different stages in new product development.
25. What is market segmentation? What are the basis of segmenting a market?

(2×15=30)

