



18103550

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 meant 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?
8. 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?
12. What is meant by Cooperative marketing societies?


(10×2=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 marketing Risk.

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

(6×5=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 social media in Modern Marketing.
25. What is meant by regulated market? Briefly discuss about market committee.

(2×15=30)