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(Pages : 2)

Reg. No.....

Name.....

B.A. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2018

Third Semester

B.A. Corporate Economics

Core Course – MARKETING MANAGEMENT

(2013 to 2016 Admissions)

Time : Three Hours

Maximum Marks : 80

Part A (Brief Answer Questions)

Answer all questions.

Each question carries 1 mark.

1. Define Selling.
2. Define Promotion.
3. What is the meaning of distribution?
4. Explain the term Trade Mark.
5. Define Standardisation.
6. What is a Local Market?
7. Who is a Retailer?
8. Define Agricultural Goods.
9. Explain the merits of Water Transport.
10. Define Green Marketing.

(10 × 1 = 10)

Part B

*Answer any **eight** questions.*

Each question carries 2 marks.

11. Explain different types of goods.
12. Explain the concept of Modern Marketing.
13. What is a Marketing Mix?
14. Define Market Segmentation.
15. Explain Product Life Cycle.
16. What is brand equity?

Turn over

17. Define Advertisement.
18. Write advantages of Air Transport.
19. Write the functions of Warehouse.
20. Write down types of Agricultural market.
21. What do you mean by Marketing Environment?
22. What is Direct Distribution?

(8 × 2 = 16)

Part C (Short Essays)

Answer any six questions.

Each question carries 4 marks.

23. Explain AIDA in detail.
24. Explain different channels of distribution.
25. Write down the advantages of Regulated Market.
26. Write a note on Marketing Information System.
27. Write down the importance of Packaging.
28. Explain the advantages and disadvantages of Co-operative Marketing.
29. Write short notes on FMG.
30. What is Marketing Risk? Write down the cause of Marketing risk.
31. Explain factors influencing Marketing Environment.

(6 × 4 = 24)

Part D (Essay Type Questions)

Answer any two questions.

Each question carries 15 marks.

32. Describe the evolution of Modern Marketing Concept in detail.
33. What is Product Life Cycle? Discuss the marketing strategies used in various stages.
34. What are the different mode of transportation? Explain in detail.
35. Define Marketing Mix. Discuss the components of marketing mix in detail.

(2 × 15 = 30)