

E 6100



Reg. No.....

Name.....

B.A. DEGREE (C.B.C.S.S.) EXAMINATION, SEPTEMBER 2024

Sixth Semester

B.A. Economics – (Model I and Model II)

Choice Based Core Course—MARKETING MANAGEMENT

[Prior to 2013 Admissions]

Time : Three Hours

Maximum Weight : 25

*Answers may be written **either** in English **or** in Malayalam .*

Part A (Objective Type Questions)

*Answer **all** questions.*

*Each bunch of **four** questions carries a weight of 1.*

1. Advertisement promotes :
 - (a) Production.
 - (b) Distribution.
 - (c) Buying.
 - (d) Sales.
2. _____ must capture the customers interest.
 - (a) Producing.
 - (b) Production.
 - (c) Product.
 - (d) Producer.
3. All companies strive to build enduring _____ strength.
 - (a) Employee.
 - (b) Employer.
 - (c) Brand.
 - (d) Customer.
4. A pull sales promotion strategy focuses on the _____.
 - (a) Middlemen.
 - (b) Customer.
 - (c) Distributor.
 - (d) Producer.

Turn over





5. Odd one out :
- (a) Firm.
 - (b) Production.
 - (c) Consumption.
 - (d) Market.
6. The era of consumer-oriented marketing began in :
- (a) 1920s.
 - (b) 1940s.
 - (c) 1950s.
 - (d) 1900s.
7. The primary goal of the marketing function is to establish a connection :
- (a) Producer and Wholesaler.
 - (b) Producer and Retailer.
 - (c) Producer and Distributor.
 - (d) Producer and Consumer.
8. Marketing - mix elements are :
- (a) Controllable.
 - (b) Changeable.
 - (c) Uncontrollable.
 - (d) None of these.
9. Within intensive growth strategies, expanding into new markets for existing products is :
- (a) Market development strategy.
 - (b) Product development strategy.
 - (c) Market penetration strategy.
 - (d) All of these.
10. Who pioneered the concept of the marketing mix ?
- (a) N H Bordon.
 - (b) William J Stanton.
 - (c) E F L Brech.
 - (d) Herry L Hernam.
11. Segmentation can be based on :
- (a) Price.
 - (b) Geographic location.
 - (c) Product.
 - (d) None of these.
12. Which represents a market targeting technique ?
- (a) Product decision.
 - (b) Consumer behaviour.
 - (c) Market organization.
 - (d) Market integration.





E 6100

13. Buyers who consistently purchase only one brand are :
- (a) Shifting loyalty. (b) Special loyalty.
(c) Loyalty. (d) Hard core loyalty.
14. Consumer behaviour refers to :
- (a) Macro. (b) Micro.
(c) Both (a) and (b). (d) None of these.
15. The family member who identifies the need for a purchase is known as :
- (a) Initiator. (b) Influencer.
(c) User. (d) Decider.
16. Product - mix refers to :
- (a) Two dimensional. (b) Three dimensional.
(c) One dimensional. (d) None of these.

(4 × 1 = 4)

Part B (Short Answer Questions)

*Answer any five questions not exceeding 50 words each.
Each question carries a weight of 1.*

17. Marketing.
18. Targeting.
19. Branding.
20. Customer Value.
21. Middle men.
22. Budget.
23. Credit risks.
24. Tariffs.

(5 × 1 = 5)

Turn over





E 6100

Part C (Short Essay Questions)

*Answer any **four** questions.
Each question carries 2 weight.*

25. What is sales promotion, and what are its primary objectives ?
26. Distinguish between Market promotion and Personal selling.
27. What is meant by advertisement ? Discuss the objectives and functions of advertising.
28. What are the different methods for pricing a new product ?
29. Explain direct marketing ?
30. What are the characteristics of a good brand ?

(4 × 2 = 8)

Part D (Essay Questions)

*Answer any **two** questions.
Each question carries 4 weight.*

31. What are the different stages in the buying process ? Discuss in detail.
32. What are the steps involved in the marketing research process ? Explain.
33. Analyze the evolution of the marketing concept.

(2 × 4 = 8)

