

**B.A. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2015****Sixth Semester**

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

Choice Based Core Course—MARKETING MANAGEMENT

Time : Three Hours

Maximum Weight : 25

*Answers may be written either in English or in Malayalam.***Part A (Objective Type Questions)***Each bunch of four questions carries 1 weight.***I. Choose the correct alphabet only :**

1 Mass marketing refers :

- (a) Mass production of one product for all buyers.
- (b) Mass distribution of one product for all buyers.
- (c) Mass promotion of one product for all buyers.
- (d) All the above.

2 Mass marketing was epitomised by :

- (a) Kotler.
- (b) Henry Ford.
- (c) General motors.
- (d) Mc Donald.

3 In psychographic segmentation of market, buyers are divided on the basis of :

- (a) Social class.
- (b) Income class.
- (c) Demographic characteristics.
- (d) None of these.

4 Product positioning refers to :

- (a) The act of designing the company's image among the customers.
- (b) The act of introducing a new product.
- (c) The act of capturing market of competitors.
- (d) All the above.

**II. 5 A specialised industry refers :**

- (a) One in which companies face many opportunities for differentiation.
- (b) One in which companies can gain only a few.
- (c) One in which companies have few potential advantages.
- (d) None of these.

**Turn over**

- 6 Market stimuli consists of :
- (a) Four Ps.
  - (b) Economic environment.
  - (c) Technological environment.
  - (d) Political environment.
- 7 All the group that have a direct or indirect influence on the person's attitude and behaviour is known as :
- (a) Cultural group.
  - (b) Social class.
  - (c) Family group.
  - (d) Reference group.
- 8 For consumer analysis and marketing strategy experts use motivation theory of :
- (a) Freud.
  - (b) Maslow.
  - (c) Frederick Herzberg.
  - (d) All the above.
- III. 9 The marketers who have to work hard to attract consumers attention display :
- (a) Selective attention.
  - (b) Selective distortion.
  - (c) Selective retention.
  - (d) All the above.
- 10 A consumer highly involved in purchase and aware of significant differences existing among brands is showing :
- (a) Complex buying behaviour.
  - (b) Habitual buying behaviour.
  - (c) Dissonance-reducing buying behaviour.
  - (d) Variety-seeking buying behaviour.
- 11 One of the following is an organisational market :
- (a) Monopoly market.
  - (b) Competitive market.
  - (c) International market.
  - (d) Industrial market.
- 12 One of the following is a feature of industrial markets :
- (a) Fewer buyers.
  - (b) Large number of sellers.
  - (c) Homogenous product.
  - (d) Common price.
- IV. 13 The prime practioner of market skimming pricing was :
- (a) Dn pont.
  - (b) Fayol.
  - (c) Kotier.
  - (d) None of these.
- 14 Setting lowest price to capture market is :
- (a) Market skimming pricing.
  - (b) Market penetration pricing.
  - (c) Discriminatory pricing.
  - (d) Image pricing.

- 15 One of the following is promotional pricing :
- (a) Cash rebates. (b) Customer segment pricing.  
(c) Location pricing. (d) Time pricing.
- 16 The third stage in product life-cycle is :
- (a) Introduction. (b) Maturity.  
(c) Growth. (d) Decline.

(4 × 1 = 4)

**Part B (Short Answer Questions)**

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

- 17 Market positioning.  
18 Market segmentation.  
19 Industrial markets.  
20 Marketing channels.  
21 Promotional pricing.  
22 Product mix.  
23 Marketing research.  
24 Marketing stimuli.

(5 × 1 = 5)

**Part C (Short Essays)**

*Answer any four questions not exceeding 150 words each.  
Each question carries 2 weight.*

- 25 Explain the bases of market segmentation.  
26 Explain the importance of branding in the marketing process.  
27 Distinguish between the marketing of goods and marketing of services.  
28 Explain the importance of packaging in marketing process.  
29 Explain the characteristics of business buying behaviour.  
30 Bring out the importance of marketing research.

(4 × 2 = 8)

**Turn over**

**Part D (Long Essays)**

Answer any **two** questions not exceeding 450 words each.

Each question carries 4 weight.

- 31 Explain the factors that determine an organisation's marketing activities
- 32 Explain the major pricing strategies adopted by firms in a competitive environment.
- 33 What are the sales promotion techniques commonly used by firms ?

(2 × 4 = 8)