



24027796

QP CODE: 24027796

Reg No :

Name :

**B.A DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE
EXAMINATIONS, OCTOBER 2024**

Third Semester

B.A Corporate Economics Model III

Core Course - EC3CRT09 - MARKETING MANAGEMENT

2017 Admission Onwards

1B42EC2F

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Who is the father of Modern Marketing?
2. What is meant by grading?
3. What is meant by Marketing Offers?
4. What is meant by Green Marketing?
5. Define goods.
6. What is targeting ?
7. What is meant by product Mix?
8. What is meant by marketing Risk?
9. What is positioning?
10. What is meant by manufactured goods?
11. What are the functions of Primary marketing society?
12. Define Stock Exchange. Give two examples of Stock exchanges in India.

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. Explain Societal Marketing Concept with an example.
14. Differentiate between Oligopoly market competition and Oligopolistic market competition.
15. Explain the function of Storage.
16. Explain the different types of Product Labelling.
17. What do you mean by Brand monopoly?
18. Middlemen is necessary for marketing goods. Critically evaluate the statement.
19. What is geographic segmentation?
20. Differentiate between manufactured goods marketing and agricultural goods marketing.
21. Discuss briefly the role of organized market for the development of agricultural sector in India.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain the features of marketing management.
23. What are the factors influencing consumer behaviour?
24. What is PLC? discuss the marketing strategies used in each stage.
25. What are the major defects of agricultural marketing in India and give suggestions for it?

(2×15=30)

