



21100685

QP CODE: 21100685

Reg No :

Name :

B.A DEGREE (CBCS) EXAMINATION, MARCH 2021

Third Semester

B.A Corporate Economics Model III

Core Course - EC3CRT09 - MARKETING MANAGEMENT

2017 Admission Onwards

28068A77

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. Differentiate between market and marketing.
3. Who is a Potential Customer?
4. What is meant by Duopoly Market? Give an example.
5. What is responsive marketing?
6. What are the objectives of warehousing?
7. What is meant by marketing Audit?
8. What is sales research?
9. What is meant by Perceived Quality?
10. Differentiate between customer and consumer
11. What is consumer behaviour?
12. Define Commodity Exchange.

(10×2=20)

Part B

*Answer any **six** questions.*

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





13. Explain the salient features of market.
14. Critically evaluate the economic forces of Marketing Environment.
15. Explain the process of Product Planning and Development.
16. What is product planning & development
17. Mention the advantages of labelling
18. Compare and evaluate the different types of manufactured consumer goods.
19. Explain the special features of market for industrial goods.
20. Explain the different types of agricultural markets
21. Explain the merits of regulated market.

(6×5=30)

Part C

Answer any two questions.

Each question carries 15 marks.

22. Define the term market. Explain the different types of market.
23. What is marketing audit? What are the steps in marketing audit?
24. What is market targeting? What are the steps in market targeting?
25. State the difference between agricultural marketing and manufactured goods marketing.

(2×15=30)

