

MAY 2011

**P/ID 77510/PMBK/  
PMB1K**

---

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Discuss the tasks of marketing.
2. What is E-marketing?
3. Define target audience.
4. Write short notes on : AGMARK, BIS.
5. What is product extension?
6. Define Remarketing.
7. What is labelling?
8. Define consumer protection Act.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Discuss clearly the modern concept of marketing.
10. How will you measure the effectiveness of an advertising?

11. Briefly describe the functions of a wholesaler.
12. What is product life cycle and explain its various stages?
13. Explain the challenges associated with services marketing.
14. Explain the procedure involved in the recruitment and selections of salesman.
15. Narrate the factors affecting the channel choice.
16. What is pricing? Discuss the various pricing methods.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. Case study.  
Develop an advertisement for a mobile hand set company addressing the rural consumers using the direct market approach. Emphasize more on the issues of relationship marketing.

---

2      **P/ID 77510/PMBK/  
PMB1K**