

MAY 2012

P/ID 6010/MBK

Time : Three hours

Maximum : 80 marks

PART A — (8 × 5 = 40 marks)

Answer any EIGHT questions.

All questions carry equal marks.

Each answer should not exceed 1 page.

1. Why is marketing behaviour affected by the marketing environment?
2. Mention the uncontrollable variables influencing the marketing strategies and policies of a firm in a competitive market. Describe any two such variables.
3. Discuss the relative importance of all environmental forces affecting the marketing system of a firm.
4. Comment on the Howard-Shelth model of buyer behavior.
5. What are the ingredients of the basic model of buyer behavior? Comment on the person-centered factors?

6. What are the bases for market segmentation? Describe people oriented approach in segmentation.
7. "Marketing research strives for reliability and validity". Explain.
8. What are the stages in product life cycle?
9. Discuss the multistage approach to pricing.
10. Explain how are advertising messages created.
11. What are advantages of branding?
12. Write down the steps involved in sales force selection.

PART B — (4 × 10 = 40 marks)

Answer any FOUR questions.

All questions carry equal marks.

13. Discuss and compare the five marketing management philosophies.
14. Explain functional planning strategies and assess marketing's role in strategic planning.
15. Describe the environmental forces that affect the company's ability to serve its customers.

16. Explain how companies can position their products for maximum competitive advantages in the market place.
 17. Describe the major strategies for pricing imitative and new products.
 18. Explain how sales promotion campaigns are developed and implemented.
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