

MAY 2013

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.

1. What do you understand by marketing process. Briefly describe them.
2. Explain the importance of marketing planning.
3. What do you mean by marketing research? Describe its benefits.
4. Explain the objectives of market segmentations.
5. Briefly discuss the benefit of branding.
6. What are the different kinds of packaging?
7. Differentiate between the cost – oriented pricing and competition oriented pricing.
8. What factors would be taken into account while selecting suitable media of advertisement?
9. What is the need for consumer protection in India?
10. What is the objective of sales promotion?

11. Briefly explain the channels of distribution for consumer goods.

12. Describe the scope of the advertisement.

PART B — (4 × 10 = 40 marks)

Answer any FOUR questions.

All questions carry equal marks.

13. What are the different methods of analysing the marketing opportunities?

14. Discuss the different techniques of sales forecasting?

15. Discuss the various stages in the buying process.

16. What do you mean by marketing environment? Describe the micro – environment factors of marketing?

17. What are the criteria or bases are used for segmenting a market?

18. Explain the stages in the product life cycle of a product.