

MAY 2015

**P/ID 77606/PBE1G/
PBEXF**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. State the importance of Marketing to the Society.
2. Does marketing need research? State its importance.
3. How do the buying motives of buyers of industrial goods differ from that of the buyers of consumer goods?
4. What are the requisites of a good packaging?
5. Explain the different types of compensation plans designed for sales people.
6. Briefly explain offensive and defensive marketing strategies with examples.
7. What qualities should be possessed by a good advertisement copy?
8. Briefly explain the services rendered by wholesalers.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Describe the recent innovations in modern marketing.
10. List and explain the environmental factors that affect marketing function.
11. 'Marketing strategy formulation is the key to the success of a marketer' – Do you agree?
12. Describe the different stages to the new product planning and development.
13. Critically evaluate the objectives and functions of marketing channels.
14. How does marketing objectives influence advertising decisions? – Discuss.
15. Discuss the various non-scientific methods involved in sales forecasting.
16. 'Media Mix decision is crucial in Advertising' – Comment.

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PART C — (1 × 20 = 20 marks)

(Compulsory)

17. A famous two-wheeler company which was once making huge business is now running in loss. The marketing manager felt that the company is not concentrating on the promotion mix and that is the reason for the down fall in the background :
- (a) What could be the probable reason for the decline in sales?
 - (b) Give your own suggestions for the problem.
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