

MAY 2011

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. "Marketing both begins and ends with the consumer" — Discuss.
2. What are the basis of Selecting Target Consumers?
3. How do you map the marketing environment?
4. Briefly discuss the steps in marketing research process.
5. Distinguish between primary data and secondary data.
6. Briefly discuss the consumer sovereignty.
7. What are the personal factors influencing consumer behaviour?
8. What are the 4 'P's of marketing?

9. What are the advantages of skimming pricing strategy?
10. What are the bases for advertisement budget?
11. What are the qualities of a good sales man?
12. When direct selling possible for a manufacturer?

PART B — (4 × 10 = 40 marks)

Answer any FOUR questions.

All questions carry equal marks.

13. Define marketing. Explain the process of modern marketing.
14. Explain the factors that influence the Industrial Buyer Behaviour.
15. What are the basis of segmenting consumer markets?
16. How will you design a Marketing Information System for a Company?
17. Describe the methods available to measure the effectiveness of Advertising.
18. What are the different methods of pricing? Point out the advantages and disadvantages of each method.