

MAY 2012

**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. Explain the marketing management process model.
2. Differentiate the micro and macro environment factors influences marketing.
3. How to choose and validate the market research problem?
4. Why to study the consumer behaviour?
5. Explain the types of targeting strategies used in marketing.
6. Explain the product hierarchy levels.
7. Explain the objectives of pricing.
8. What are the functions and goals fulfilled by the distribution channels?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. “Marketing is not a new concept of practices, it had been practised for the last, Several decades” – Discuss.
10. Explain the consumer goods and industrial goods buyer behaviour model.
11. Explain the basics and process of segmentation for a Aviation Services.
12. Explain the new product management stages and functions of each stages.
13. Discuss the methods of pricing and its philosophics in market practices.
14. Discuss the types of channels and the roles and functions of these channel members.
15. Explain the types of media’s with its merits and demerits and the methodologies adopts in choosing media.
16. How a sales force can be trained? What are the compensation techniques used for the sales performance?

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PART C — (1 × 20 = 20 marks)

Compulsory.

17. Develop a suitable market research plan for conducting a customer satisfaction survey among the customer of a multinational bank located in Metropolitan City.
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