

MAY 2012

**P/ID 77606/PBE1G**

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Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. What are the new concepts in marketing?
2. Elucidate the significance of Sales Forecasting.
3. What are the benefits of market segmentation?
4. How can packaging be used as marketing tool?
5. Explain consumer exploitation with suitable examples.
6. State the role of a Marketing Manager pertaining to Targeting and Positioning.
7. Is the study of consumer behaviour is important to marketers? - Explain.
8. State the benefits of e-marketing.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Write in detail about major marketing philosophies.
10. Outline different methods of sales forecasting.
11. What are the major factors influencing buyer behaviour? — Explain.
12. Describe the basic pricing policies.
13. Discuss the steps in designing and managing a sales force.
14. What is the methodology used to study consumer behaviour and also explain the steps involved in it?
15. Briefly explain the strategies towards brand management. Illustrate your answer with examples.
16. State the origin and growth of consumer rights in India. Explain the working of consumer redressed forums and consumer courts.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. A company engaged in the manufacture of toiletries plans to introduce new toothpaste in the market. Devise a product policy and also suggest a unique positioning strategy.
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