

MAY 2013

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

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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 features of modern marketing?
2. Bring out the distinction between product mix and marketing mix.
3. What are the steps in positioning process?
4. Define product mix and explain the components of product mix.
5. Explain the impact of internet technologies on marketing of goods and services.
6. What is strategic marketing planning? — Explain.
7. Explain the importance of studying consumer behaviour in marketing
8. What are the strategies a market follower can adopt?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Explain the different approaches to the study of marketing.
10. What are the various stages through which marketing research is organised? Briefly describe them.
11. Explain the Various bases for Market Segmentation.
12. Explain the various marketing strategies to be followed in different stages of product life cycle.
13. Where is the necessity of training salesmen? Explain different methods of training Salesmen.
14. What is the relationship between marketing mix and marketing strategies? — Discuss.
15. Briefly explain the comprehensive model of consumer decision process.
16. Explain the sales promotion techniques at consumer level.

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PART C — (1 × 20 = 20 marks)

(Compulsory)

TV advertising

17. ABC company is interested to use television for advertising some of its products, in particular some canned foods based on soya beans, Although there is a general impression that television is an effective medium of advertisement, the directors of the ABC Company wish that their judgement be based on fact, not opinion. Hence, they feel that there is a need for conducting a study to provide them with satisfactory answers to their problems. In particular they are interested to measure the 'effectiveness' of television advertising. For this purpose. they have consulted a professional marketing research agency.

This agency has told the directors that the best method for measuring the effectiveness of television advertising would be to conduct a 'before and after study'. It would involve a comprehensive survey of a market just before it got television and a re-survey of the same market after a period of say six months, to ascertain what changes had occurred. The directors discussed the nature and utility of such a study with marketing research agency and finally agreed that such a study should be undertaken.

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The same marketing research agency was engaged to conduct the study. However, it encountered some research problems while planning it. For example, one of the problems faced was whether the sample of respondents should be the same in both the 'before' and 'after' interviews or whether two independent samples should be used. In case the same respondents were to be interviewed, it was feared that they would be 'conditioned' by the initial questioning. This would necessitate the setting up of a 'control'. This could perhaps be done by a split-sample technique. It was also thought proper to introduce some further control. For this purpose, it was decided to interview a complete cross-section of a city, including respondents who did not own television sets. Further, to ensure reliability of the study, the research agency felt that it was necessary to have a large sample; it decided to cover 10,000 households in a metropolitan city. Finally, to measure the effectiveness of advertising at different levels, a questionnaire was designed covering tests of brand awareness, familiarity, preference and actual behaviour of respondents.

Questions :

- (a) Critically examine the proposed methodology.
- (b) Do you think an alternative approach would be appropriate?