www.downloadmela.com

MAY 2013

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. How to measure the market opportunities?

2. Distinguish between marketing and selling.

3. What are the different buying motives and buying situation?

4. Describe the skills and challenges involved in industrial market.

5. How positioning helps the marketer?

6. What are the qualities and characters required for a channel member?

7. Discuss the sources for new product development.

8. Write short note on :

   (a) Pop up advertising

   (b) Sensitivity training for sales force people.

www.downloadmela.com - World's number one free educational download portal

www.downloadmela.com

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Trace out the evolution and growth of marketing concepts.

10. Explain the marketing management process and its implication difficulties in market.

11. Discuss the methods and functions of marketing mix decisions.

12. Explain the various methods of forecasting techniques for estimating market demand.

13. Explain the segmentation process for a watch manufacturing company.

14. Discuss the nature and scope of consumer and industrial product in marketing.

15. Explain the role and functions of wholesaling and retailing in channel management.

16. Discuss the types with its merits and demerits of sales promotion activities.

www.downloadmela.com - World's number one free educational download portal

www.downloadmela.com

PART C — (1 × 20 = 20 marks)

Compulsory.

17. Case Study.

Develop a advertising copy for a hospital with 500 bed facility in your city. Suggest the media decision to the hospital authorities.

———————

www.downloadmela.com - World's number one free educational download portal