

OCTOBER 2011

**P/ID 371/PGM**

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Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE questions.

All questions carry equal marks.

Each answer should not exceed 300 words.

1. Write a short note on marketing management.
2. What is the function of operating?
3. Explain the product organization of marketing unit.
4. Write short notes on division of authority.
5. What are the environment oriented cultural values?
6. Write short notes on nominal decision making.
7. What is selective problem recognition?
8. What is the significance of marketing research?

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

All questions carry equal marks.

Each answer should not exceed 1,200 words.

9. Discuss on the evolution of marketing concept.
  10. Describe about the organization of marketing unit.
  11. Discuss on the various motivation models in purchasing behaviour.
  12. Describe the marketing research process.
  13. Elaborate on situational influences on consumer decision process.
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