

OCTOBER 2011

P/ID 367/PGG

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE questions from this section,
selecting a minimum of TWO questions from each Part.

All questions carry equal marks.

Each answer should not exceed 300 words.

PART I

1. What is marketing and state its importance?
2. Write short notes on Needs, Wants and Demands
3. What are the types of marketing channel?
4. Explain Market offering.

PART II

5. Write short notes on Marketing Research System.
6. What is the significance of consumer behaviour?
Explain.
7. Briefly narrate the Consumer Decision making
Process.
8. Discuss on Marketing Information System.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions from this section, selecting a minimum of ONE question from each part.

All questions carry equal marks.

Each answer should not exceed 1,200 words.

PART I

9. How do you assess Marketing's critical role in organizational Performance?
10. Explain the process of Identifying Market segments and selecting target markets.
11. Elaborate on Designing and managing marketing strategies.

PART II

12. Delineate the various methods involved in Marketing Research.
 13. Enumerate the various influences on consumer behavior.
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