

OCTOBER 2013

P/ID 367/PGG

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE questions from this section.

All questions carry equal marks.

Each answer should not exceed 300 words.

1. Explain the term consumer behaviour and its importance in marketing psychology?
2. Describe the rational vs emotional motives in buying behaviour with example.
3. Explain the diffusion process.
4. Write a short note on the importance of marketing information system [MIS].
5. What are the common marketing errors?
6. Explain the term strategic planning?
7. Explain the benefits of doing a Situation analysis?
8. Explain the scope of marketing?

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions from this section.

All questions carry equal marks.

Each answer should not exceed 1200 words.

9. Elaborate the various phases involved in the development of a new product?
 10. Discuss in detail the various views of consumer decision making?
 11. Explain the criteria for effective targeting of market segments
 12. Discuss in detail the steps involved in the marketing plan?
 13. Elaborate the basic concepts of marketing?
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