

MAY 2014

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. What is Marketing Management?
2. How do you identify Market Segments? Explain.
3. Explain the process of planning Marketing Programmes.
4. What are the approaches used to collect data in Marketing Research? Explain.
5. Write note on Marketing Information System.
6. Explain Marketing Strategies.
7. Examine the role of motives in Consumer Behaviour.
8. What is Attitude? How does it affect the Buying Behaviour?

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. Explain the market oriented Strategic Planning.
 10. Write about the strategies to measure Market Demand.
 11. Explain the different stages of New Product Development process.
 12. Write about the Marketing Research.
 13. What are environmental factors influences on Consumer Behaviour? Explain.
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