

MAY 2015

**P/ID 367/PGG**

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Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE questions from this section each  
in 300 words.

1. What are the elements involved in the implementation of marketing concepts?
2. Who uses the market segmentation amid how it operates?
3. Define the dimensions of brand personality.
4. Elaborate the various levels of consumer decision making.
5. Write on product positioning and product repositioning.
6. What are the factors influencing company marketing strategy?
7. Explain the benefits of doing a situation analysis.
8. Write a short note on market oriented strategic planning.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions from this section.

Each answer should not exceed 1,200 words.

9. Discuss the role of family cycle in consumer behaviour.
  10. Explain in detail the marketing research process.
  11. Elaborate the steps in a situation analysis.
  12. Explain the various phases involved in the development of a new product.
  13. Discuss in detail the categories of consumer characteristics provide the bases for market segmentation.
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