

OCTOBER 2012

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 are the four P' s of marketing? Explain.
2. The basic information system used by marketing managers is the internal record system. Explain.
3. What are the important features of "product differentiation" that would enhance competitiveness?
4. Consumer behaviour is interdisciplinary in nature. Explain how.

PART II

5. What is "full nest"? Explain the buying behaviour in "full nest" stage.
6. What are the bases for segmenting consumer markets? Explain in detail.

7. What are the criteria for developing a positioning strategy of a product? Explain.
8. Write short notes on various reference groups that influence consumer behaviour.

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 1200 words.

PART I

9. Discuss in detail Market Analysis and feasibility analysis.
10. Examine the criteria needed for a successful marketing plan.
11. How does perception affect buying behaviour?

PART II

12. Explain the five stages of buying process.
13. How does social class affect consumer buying behaviour? Explain.