

OCTOBER 2013

P/ID 370/PGK

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE questions.

All questions carry equal marks.

Each answer should not exceed 300 words.

1. What is green marketing? Explain briefly the need for the same in today's environment.
2. Write short notes on market positioning.
3. What are the various stages of family life cycle? Explain how family life cycle influences buying decisions.
4. Expand the term PLC. How does it influence consumer behaviour?
5. What are the various strategies involved in market positioning? Explain briefly.
6. Explain the ways by which entry into new markets can be made.
7. What is multi-segment marketing? Why is it the most preferred marketing strategy?
8. Explain in detail the need for marketing research process.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

All questions carry equal marks.

Each answer should not exceed 1200 marks.

9. Elaborate on the various psychological factors that influence buying behaviour.
 10. Elaborate in detail the various process in market segmentation.
 11. Explain the role of CRM in market positioning.
 12. What are the various stages of marketing research process? Explain in detail.
 13. Elaborate in detail the various strategies in planning and developing marketing programmes.
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