

MAY 2014

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. Explain briefly the difference between Marketing and Selling. Explain its differences.
2. What is Market Research? Explain its importance in Marketing a Product.
3. Briefly discuss the role of demographic variables in Market Segmentation.
4. What do you understand from the term Product Differentiation? Explain.
5. Elaborate the need for Market Segmentation in today's market.
6. Write a short note on Market Penetration.
7. Explain briefly the various methods on Direct Marketing Methods.
8. What are the components of Marketing Information System? Explain.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

All questions carry equal marks.

Each answer should not exceed 1,200 words.

9. Explain in detail what is an Effective Marketing Mix.
 10. What are the various stages in Buying Process? Explain in detail.
 11. Elaborate the various elements in Market Positioning.
 12. Explain in detail the need for understanding PLC for Product Planning.
 13. Elaborate the various ways by which Product Sales Volume can be increased.
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