

MAY 2012

P/ID 370/PGK

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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. Define marketing management.
2. What do you understand by the term integrated marketing? Explain.
3. Define the term Market Analysis and feasibility analysis.
4. What is meant by the term Delphi technique and explain its relevance in assessing market demand.
5. What are the various buying roles and explain its significance.
6. Define the term market positioning.
7. What is micro marketing?
8. What are the merits of formulating a marketing plan?

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 the relevance of the terms value, cost and satisfaction in marketing management.
10. Explain how social factors influence consumer buying.
11. Explain the characteristics used for market segmentation and how its helps in selecting target markets with appropriate examples.
12. What are the strategies used by a marketing organization to achieve to competitive advantages? Explain in detail.
13. Discuss the various classifications of consumers based on the adoption process.