

OCTOBER 2012

**P/ID 371/PGM**

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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. What does the terms functional marketing, geographical marketing and product marketing refer to?
2. What are the advantages of Marketing Information System?
3. What are the various classifications of buying behaviour?
4. State the merits of market segmentation.
5. What are the indicators of social class in marketing and explain its significance.
6. What is meant by reference group? Give examples.

7. Why is motivation considered as an important factor that decides buying behavior? Explain.
8. What are the conditions that lead to problem recognition among consumers?

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

All questions carry equal marks.

Each answer should not exceed 1200 words.

9. Discuss the various steps involved in implementation of marketing effort.
10. Discuss the various behaviour roles performed by a consumer in a buying process.
11. Discuss how family cycle influences buying behaviour.
12. Explain in detail how reference groups influence consumer behaviour.
13. Discuss in detail the adoption decision process of a product.