

APRIL 2021

72209/MAM3J

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Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions.

1. What is sales?
2. State the meaning of product concepts.
3. Brief out social class.
4. What is life cycle stage?
5. What is orange goods?
6. Bring out the meaning of product breadth.
7. What is idea screening?
8. What is brand?
9. Who is a retailer?
10. What is incentives?
11. What is media?
12. What is coupon?

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions.

13. Explain the 4Ps of marketing.
14. Brief out the marketing approaches.
15. What is market segmentation?
16. What are the benefits of products?
17. State the importance of packaging.
18. How to control salesmen? Explain.
19. Bring out the significance of personal selling.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

20. Discuss the relationship of marketing with other functional areas.
21. Describe the factors influencing buying behavior.
22. Explain in detail the stages of product life cycle.
23. Elucidate the various kinds of marketing channels.
24. “Advertising is an economic waste”. Do you agree? Justify your stand.