

APRIL 2017

72209/MAM3J

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions.

1. Define "marketing is a system".
2. What is physical distribution?
3. What is market segmentation?
4. What is volume segmentation?
5. What is concentrated marketing?
6. What is marketing mix?
7. What do you understand by product mix?
8. What is product modification?
9. What is a channel of distribution?
10. What is Industrial store?
11. What are the roles of consumer co-operative?
12. What is product advertising?

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions.

13. Explain the role of marketing in business.
14. Explain the different kinds of market.
15. What is meant by buying motives of consumers? Explain the various types of buying motives.
16. Explain the steps in new product development.
17. Explain the elements of product policy.
18. Describe the different media of advertising.
19. Explain the importance of personal selling.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

20. Discuss the relationship with marketing and other functional areas.
21. Discuss the importance of market segmentation in developing a marketing strategy.
22. Explain the various functions of package.
23. Explain the objectives and importance of physical distribution.
24. Explain the different kinds of advertising.

