

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions.

1. Define marketing.
2. What are metamarkets?
3. What is targeting?
4. Define buyer behaviour.
5. What are cobrands?
6. What is PLC?
7. What do you mean by product mix?
8. Define motivation.
9. What are marketing intermediaries?
10. What is meant by public relations?
11. Define personal selling.
12. What do you mean by sales Quota?

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions.

13. Discuss different types of marketing approaches.
14. What are the factors influencing buyer behaviour? Explain.
15. Discuss various basis of segmentation.
16. Discuss the functions of packaging.
17. How will you identify major distribution alternatives?
18. Explain the significance of sales promotion.
19. Explain the process of evaluating advertising effectiveness.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

20. Discuss the major functions of marketing.
21. Explain different types of market targeting strategies.
22. Explain new product development process.
23. Discuss different techniques of sales management.
24. Explain the skills needed for personal selling suggest measures to improve it.

