

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer any TEN questions.

1. Define Marketing.
2. What is marketing dynamics?
3. Define PESTLE analysis.
4. Who are target audience? Give examples.
5. State the objectives of product mix.
6. What do you mean by product attribute?
7. Define the concept of cost-plus pricing.
8. List out the purpose of physical distribution.
9. What is customer loyalty?
10. Give an overview of motivation.
11. Define direct marketing.
12. What is salesmanship?

SECTION B — (5 × 5 = 25 marks)

Answer any FIVE questions.

13. What do you mean by marketing environment? How does it affect the Indian marketing concepts?
14. What are the purposes of segmentation? Suggest various bases of segmentation with suitable example.
15. What is packaging? Explain the importance of packaging in this modern marketing world.
16. Explain the objectives of pricing policy of a business firm.
17. What is communication mix in marketing? Explain its components.
18. List out the various tools of indoor media advertising and mention its merits.
19. What are the conditions under which personal selling works best? Explain in detail.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

20. Discuss the meaning, scope and role of marketing function in the exchange of products and services.
21. Explain the concept of PLC and discuss the marketing strategies that may be used in the PLC's stages.

22. Explain the various kinds of pricing strategies – Discuss.
23. What is CRM? Explain the process, need and significance of CRM.
24. What is digital marketing? Discuss the various applications and benefits of digital marketing.