

**MAY 2011**

**P/ID 367/PGG**

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Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE questions.

Selecting a minimum of TWO questions from each Part.

All questions carry equal marks.

Each answer should not exceed 300 words.

**PART I**

1. Elucidate the goals of marketing system.
2. Explain the types of Market demand.
3. How do companies indulge in market targeting?
4. State briefly about the management of marketing strategies.

**PART II**

5. Discuss some of the common marketing errors.
6. Describe the marketing research process.

7. Describe the uses of studying consumer behaviour.
8. Discuss the role of motivation in consumer behaviour.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

Selecting a minimum of ONE question from each Part.

All questions carry equal marks.

Each answer should not exceed 1,200 words.

#### PART I

9. Write about the market oriented strategic planning.
10. Describe the process of market segmentation.
11. Discuss the types of consumers with reference to new product development.

PART II

12. Delineate the significance of marketing information system.
  13. Critically evaluate consumer decision processes involved in purchase.
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