

MAY 2011

P/ID 370/PGK

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE questions.

All questions carry equal marks.

Each answer should not exceed 300 words.

1. Examine the levels and methods of studying the market environment.
2. What is the importance of analyzing industries and its competition in marketing environment?
3. Elucidate product attributes with suitable example.
4. What is marketing survey? How can it be done systematically?
5. Distinguish innovation strategy from differentiation strategy.
6. Describe improving customer satisfaction.
7. Elucidate the key features of demographic segmentation with examples.
8. Describe the types of positioning strategies of cosmetic soaps.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

All questions carry equal marks.

Each answer should not exceed 1200 words.

9. Explain marketing plans and auditing.
 10. Describe the role of marketing functions in improving a firm's profit.
 11. Explain Tele Marketing procedure for launching a new product.
 12. Explain the application of psychographic segmentation in marketing management.
 13. Explain marketing mix with suitable example.
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