

OCTOBER 2011

P/ID 77510/PMBK/
PMB1K

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. What are the various types of salesman?
2. Define Marketing. Discuss the importance and objectives of Marketing.
3. Analyse the functions and importance in distribution network.
4. Why the Market Segmented? State its need and importance.
5. Explain the types of pricing methods and factors influencing the pricing decisions.
6. Explain the role of branding in marketing a product/services.
7. Explain the steps involved in purchase decision.
8. Explain the importance of packaging.

PART B – (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. What is a new product? How it is developed?
10. "Advertising brings long term benefit but sales promotion is for quicker result".-Comment.
11. What is marketing environment? Explain various marketing environment factors.
12. Explain the concepts of marketing in the Indian Context.
13. "The present day marketing is consumer-oriented". – Explain its objectives.
14. Write short notes on
 - (a) Sales forecasting
 - (b) Labelling
 - (c) Societal Marketing concept.

15. What is consumer protection? Explain its measures.
16. List out factors influencing to buy industrial goods.

PART C – (1 × 20 = 20 marks)

Compulsory.

17. Case Study:
ITC (Indian tobacco company) FMCG division plans to introduce one new brand of Toothpaste in India.
 - (a) What are the promotional strategies to be adopted by the SHGs?
 - (b) Give suitable campaign programme.