



Date: 25-10-2018
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

SECTION A

ANSWER ALL THE QUESTIONS: (10X2=20 marks)

1. What is dual pricing?
2. What is grading?
3. What is marketing myopia?
4. What is market segmentation?
5. State the elements of marketing mix.
6. What is meant by product planning?
7. What do you mean by product mix?
8. What is a market?
9. State any two objectives of marketing.
10. Mention any two functions of marketing.

SECTION B

ANSWER ANY FOUR QUESTIONS: (4X10=40 marks)

11. Explain the various kinds of pricing.
12. Discuss the various kinds of materials used for packing.
13. State the reasons for the failure of new products.
14. What are the benefits of market segmentation?
15. Discuss the elements of marketing mix.
16. Explain the objectives of sales promotion.
17. State the importance of marketing.

SECTION C

ANSWER ANY TWO QUESTIONS: (2X20=40 marks)

18. Describe the various stages of PLC.
19. Explain the various factors that affect pricing decisions.
20. Discuss the various bases for market segmentation.
21. What are the major factors influencing consumer behaviour? Explain briefly.
