DECEMBER 2022 **P/ID 77936/RMB3M**

Time : Three hours Maximum : 80 marks

SECTION A — ($10 \times 2 = 20$ marks)

Answer any TEN questions in 50 words each.

1. Define E-Marketing.
2. What is Content Marketing?
3. Write short note on Marketing Strategy.
4. What are the Elements of Marketing Mix?
5. Define Consumer Behaviour.
6. What is Retail Marketing?
7. What do you mean by Customer Life time Value?
8. Define Labelling.
9. What is Economy Pricing?
10. Define Advertising.
11. What is Personal Selling?
12. Briefly explain Consumer Protection.

SECTION B — ($5 \times 6 = 30$ marks)

Answer any FIVE questions in 250 words each.

13. Explain Marketing Management Philosophies.

14. Explain the different Types of Marketing Strategies.

15. Describe the Components of Micro Marketing Environment.

16. Elaborate the Process of Industrial Buying Decision Process.

17. How product packaging affects consumer buying decisions? Explain.

18. Describe the Elements of Brand Strategy.

19. Outline the Steps in Sales Force Management Process.

SECTION C — ($3 \times 10 = 30$ marks)

Answer any THREE questions in 500 words each.

20. Interpret the Marketing Challenges in Global Scenario.

21. Elucidate the Techniques of Sales Forecasting.

22. Discuss the Stages in Customer Life Cycle.

23. Illustrate Product Life Cycle with example.

24. Elucidate the Types of Advertising.