DECEMBER 2023 **P/ID 77936/RMB3M**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

1. What is Market?

2. What do you mean by the Product Concept?

3. Define e-Marketing.

4. What is micro environment in marketing management?

5. Briefly explain Retail marketing.

6. What is market segmentation?

7. List out the characteristics of a buyer.

8. Write a note on product positioning.

9. What do you mean by Labelling?

10. What are Tetra packs?

11. Define Advertising.

12. What is consumer protection?

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. Bring out the importance of Marketing to the Society.

14. What are modern marketing concepts? State its significance.

15. Explain the scope of Marketing Research.

16. What are the kinds of marketing strategy? Discuss in detail.

17. Explain the features of the product positioning technique.

18. Discuss needs of packing and packaging.

19. List out the advantageous and disadvantageous of personal selling.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Elaborate the features of the marketing concept.

21. Enumerate the recent trends and future of marketing research.

22. What is PLC? Examine the process of PLC.

23. Enumerate the various requisites of good packaging.

24. Illustrate the factors affecting the selection of the Channel of Distribution.

———————