DECEMBER 2024 **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. Define marketing.
2. Define E-marketing.
3. Define retail marketing.
4. What is sales forecasting?
5. What is marketing tactic?
6. Give the meaning of segmentation.
7. What is a consumer product?
8. What is an industrial product?
9. Why is branding process followed?
10. What is sales promotion?
11. Define product life cycle.
12. What is meant by promotion mix?

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. Write a short note on content marketing.

14. Explain in short, the pros of social media marketing.

15. Write a short note on the types of strategic plans.

16. Write down the selection process of channel management in short.

17. Write notes on positioning.

18. What is meant by new product development? Make a short note.

19. What are the factors influencing consumer behavior?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Why is strategic planning important?

21. What are the steps in the strategic planning process?

22. Explain in detail about the awareness of consumer rights in the market place.

23. Enumerate and explain the techniques of sales forecasting.

24. Write notes on

    (a) branding

    (b) packaging

    (c) labelling.

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