MAY 2022 **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 E-Mail Marketing?
2. Define Marketing Management.
3. Name any two companies using Selling Concept.
4. What is Marketing Research?
5. Define Retailing.
6. What is Market Segmentation?
7. Differentiate targeting and positioning.
8. What is Packaging?
9. Define Consumerism.
10. What do you mean by Sales Promotion?
11. Write a brief note on Sales Stagnation.
12. Mention any two Consumer Responsibilities.

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. Infer the Benefits of Social Media Marketing.

14. Describe the Components of Marketing Mix.

15. Evaluate the Importance of Sales forecasting.

16. Describe the Factors influencing Consumer Behaviour.

17. Explain the functions of Portfolio Management in Marketing.

18. Interpret the Elements of Brand Strategy.

19. Evaluate the impact of Advisement on Consumer Behaviour.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Elaborate the concepts of Marketing.

21. Elucidate the process of Marketing Research.

22. Describe the types of Market Segmentation.

23. Explain the various Pricing Strategies with examples.

24. Discuss the different types of Marketing Channels.

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