MAY 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. Define Marketing.

2. Differentiate the term marketing from Sales.

3. What is marketing research?

4. Write a short note on Marketing Mix.

5. Who is a buyer?

6. Write briefly about buyer behaviour.

7. What do you understand by Marketing – mix strategy?

8. Define Product.

9. What do you mean by Branding?

10. What are product policies?

11. What is promotion mix?

12. Define Pricing.

PART B — ($5 \times 6 = 30$ marks)

Answer any FIVE questions in 250 words each.

13. Discuss the Benefits of Marketing to Individual Business Firms.

14. Narrate how do you select target consumers.

15. Discuss how to formulate a marketing strategy?

16. Bring out the advantageous and disadvantageous of Market segmentation.

17. Distinguish between product positioning and product repositioning.

18. Bring out the functions of Branding.

19. What is publicity? Explain why publicity is important in marketing.

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions in 500 words each.

20. What are traditional marketing concepts? Illustrate.

21. What is marketing opportunity? Discuss in detail with suitable examples.

22. Discuss the various steps involved in Formulation of marketing strategy.

23. Explain the importance of pricing strategies with suitable examples.

24. Elucidate the awareness of consumer rights in the market place.

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