MAY 2024 **P/ID 77936/RMB3M**

Time : Three hours Maximum : 80 marks

SECTION A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

1. Define Merchandising.

2. What do you understand the term Sales Concept?

3. What do you mean by marketing tactics?

4. What is macro environment?

5. Explain the term sales forecasting.

6. What is Portfolio management in Marketing?

7. Define consumer behavior.

8. What do you understand by the term buying situation?

9. What is new product development?

10. What is customer life time value?

11. Define conflict management in marketing.

12. What do you mean by Consumer decision?

SECTION B — ($5 \times 6 = 30$ marks)

Answer any FIVE questions in 250 words each.

13. Discuss the Importance of Marketing.

14. What is sales forecasting? Explain its importance.

15. Discuss the recent trends of marketing research.

16. Examine the requirement for effective market segmentation.

17. Write the merits and demerits of post purchase behaviour.

18. Explain the different stages in New Product Development. Why new product Fails?

19. What are the role of advertising in Promoting a new product? Discuss.

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

Answer any THREE questions in 500 words each.

20. Explain the concept of e-marketing? What are their advantages and limitations?

21. Examine the various steps involved in marketing management process.

22. Elaborate the steps involved in market targeting and product positioning.

23. Discuss the various approaches to pricing.

24. Describe the stages of recruiting the sales force.

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