MAY 2025 **P/ID 77936/RMB3M**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions.

1. What is Marketing?
2. Define E-marketing.
3. Write a note on social media marketing.
4. State the benefits of sales forecasting?
5. What is marketing tactics?
6. Give the meaning of segmentation.
7. What is customer life cycle.
8. List out the benefits of branding.
9. Write a note on Industrial buyer Behaviour.
10. What is sales promotion?
11. State the importance of labelling.
12. What is customer life time value?

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions.

13. Write an explanatory note on content marketing.

14. Identify the merits and demerits of social media marketing.

15. Explain the benefits of strategic planning?

16. Discuss the factors influencing consumer behavior.

17. Write a detailed note on positioning.

18. What is meant by new product development? Explain its stages.

19. Enumerate a few points on personal selling.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

20. Examine the pros and cons of social media marketing and its impact on consumers.

21. Discuss the steps involved in strategic planning process?

22. Explain the process of marketing research.

23. Write in detail about the conflict management.

24. Do you agree the sales force management its essential in sale promotion - Justify with suitable examples.

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