

CODE: 197201  
NOVEMBER 2020

TIME: 2 Hrs  
MAX. MARKS: 50

**PART A**

(10 x 2=20)

Answer any **TEN** questions.

1. What is a Market?
2. Who coined the term “Marketing Mix”?
3. Explain the term Branding.
4. What is PLC?
5. Explain the term Pricing.
6. What is Resource Mobilisation?
7. What do you mean by AIDA Model in Advertising?
8. Give an example for  
a. Social Advertising      b. Brand Advertising
9. Explain the term Relationship Marketing.
10. What is Cyber Marketing?
11. What is Packaging?
12. Expand the following:  
a. P & G                      b. HUL

**PART B**

(2 x 5=10)

Answer any **TWO** questions.

13. Define marketing and explain its significance.
14. Why do new products fail? Explain.
15. What is meant by Skimming Price Policy? What are the reasons for adopting this policy?
16. What are the main objectives of Sales Promotion?
17. Discuss the importance of International Marketing.
18. Elaborate the concept of Marketing Mix.
19. Define Product. What are the essential characteristics of Product?
20. What is meant by services? How services are important in the present century?

**PART C**

(2 x 10=20)

Answer any **TWO** questions.

21. Discuss in detail about main problems faced in Marketing.
22. What is New Product Development? Explain in detail about the stages involved in the New Product Development process.
23. Define the term Pricing. Explain in detail about the various pricing strategies.
24. Discuss in detail about the various types of Advertising bringing out their relative merits and demerits.
25. Explain in detail on the social, ethical and legal aspects of Marketing.