

CODE: **196002**
NOVEMBER 2020

TIME: 2 Hrs
MAX. MARKS: 50

PART A

(10 x 2=20)

Answer any **TEN** questions.

1. What are the essences of marketing?
2. What is the need for marketing?
3. What is meant by product life cycle?
4. What is meant by product modification?
5. What is penetration pricing?
6. How is advertisement effectiveness is tested?
7. What is meant by marketing research?
8. What is research design?
9. What is green marketing?
10. What do you mean by questionnaire?
11. What is sales promotion?
12. What is personal selling?

PART B

(2 x 5=10)

Answer any **TWO** questions.

13. State the importance of marketing management.
14. What are the factors influencing price determination?
15. What are the objectives of sales promotion?
16. State the advantages of advertisement to the consumers.
17. What is the nature and scope of marketing research?
18. What are the problems faced by the companies face in rural marketing?
19. Why do we advertise? Discuss.
20. What are the different pricing methods?

PART C

(2 x 10=20)

Answer any **TWO** questions.

21. Explain the various types of marketing organisation structure.
22. Explain the factors affecting pricing decision.
23. Explain the factors that are to be considered in the selection of media for advertisement.
24. State and explain the steps involved in marketing research.
25. Explain the significance of green marketing in India in the present scenario.