

Foundation Course-MARKETING

Duration: 2 Hours

Max. Marks: 80

- Instructions:** 1..All questions are compulsory
2.Start each question on a fresh page
3.Figures to the right indicate maximum marks

Q1. Write short notes: (any 4) (16 Marks)

- a) Importance of marketing
- b) Introduction stage of PLC
- c) Economic environment
- d) Cognitive dissonance
- e) Geographic segmentation
- f) Consumer goods vs industrial goods

Q2. Explain in 10 – 12 lines: (any 4) (16 Marks)

- a) Rural marketing
- b) Product simplification
- c) Importance of product mix
- d) Factors influencing organizational purchases
- e) Product concept
- f) Sales management function

Q3. A) Describe the Marketing concept. Give its advantages and disadvantages. (12 Marks)

OR

X) Explain the importance of consumer behavior in marketing. (12 Marks)

Q4. A) Explain the different levels of product, with examples (12 Marks)

OR

X) Describe the classification of consumer goods (12 Marks)

Q5. A) Describe the steps involved in industrial buying process. (12 Marks)

OR

X) Describe the various steps in the individual buying process. (12 Marks)

Q6. A) Describe the various variables used to segment industrial markets. (12 Marks)

OR

X) Explain the importance of promotion in marketing. (12 Marks)

.....