

FYB.COM, SEM I, SUPPLEMENTARY EXAMINATION, MAY/JUNE 2015

Foundation Course-MARKETING (old course)

Duration : 2Hours

Max. Marks : 80

Instructions:

1. All questions are compulsory
2. Figures to the right indicate maximum marks

Q 1. Explain in 10 to 12 lines: (any 4) (16 Marks)

- a) Sales Management
- b) Importance of Pricing
- c) Geographic Segmentation
- d) Consumer behavior
- e) Factors influencing organizational purchases
- f) Global Marketing

Q2. Write short notes: (any 4) (16 Marks)

- a) Product differentiation
- b) Life extension strategy
- c) Functions of packaging
- d) Roles in Organizational purchases
- e) Significance of segmentation
- f) Test marketing

Q3. A) Define marketing. State and explain its characteristics. (12 Marks)

OR

X) Describe the importance of family in consumer behavior. (12 Marks)

Q4. A) Describe the elements of the promotional mix. (12 Marks)

OR

X) Explain the steps in individual buying process. Give examples. (12 Marks)

Q5. A) Explain the Classification of Consumer goods. (12 Marks)

OR

X) Explain the importance of societal marketing concept. (12 Marks)

Q6. A) Explain Maslows theory of motivation. (12 Marks)

OR

X) What is product diversification? Describe the different types of diversification. (12 Marks)