

1218/BC2

MAY 2007

MARKETING MANAGEMENT

(For those who joined in July 2003 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any **FOUR** questions.

1. Explain how the personal and psychological factors influence the buyer behaviour.
2. Explain the various product classification with suitable examples.
3. How do psychological factors influence buyer behaviour?
4. What is warehousing? Explain the various types of warehouses.
5. What are the functions of wholesalers?
6. Describe the procedure of sales analysis as an application of marketing research.
7. Explain the technique of observation for data collection.
8. How can sales promotion techniques be used to encourage consumers to try a new brand?

SECTION B — (3 × 20 = 60 marks)

Answer any **THREE** questions.

9. What is modern marketing concept? Explain its importance.
 10. Explain the role of marketing in the economic development of a country.
 11. What is consumer behaviour? Explain the need for studying the buyer behaviour.
 12. Define the packaging and explain its functions and importance.
 13. What do you mean by motivation research? Explain in brief the techniques of motivation research.
 14. Enumerate the factors which effect pricing decisions.
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