



Date: 04-04-2019
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

SECTION-A

ANSWER ALL THE QUESTIONS

(10x2=20Marks)

1. Define marketing.
2. What is brand loyalty?
3. What is franchising?
4. What is a hyper market?
5. What is branding?
6. What are the basic functions of packaging?
7. What is FOB?
8. Who is a middleman?
9. Expand AIDAS.
10. What is noise?

SECTION-B

ANSWER ANY FOUR QUESTIONS

(4x10=40Marks)

11. Explain the various kinds of pricing.
12. What are the different levels of a product?
13. Briefly explain the stages in product life cycle.
14. State the various classification of market.
15. Explain the various types of goods.
16. Describe the various distribution channels for consumer goods.
17. Explain the several decisions on brands.

SECTION-C

ANSWER ANY TWO QUESTIONS

(2x20=40Marks)

18. Explain the various stages in the new product development.
19. What are the major factors that affecting price decisions.
20. Explain the steps involved in developing effective communication.
21. Discuss the various components of marketing environment.

★★★★★★