GENERAL INSTRUCTIONS:

1. All questions are compulsory
2. Marks allotted to questions are indicated against each of them
3. Answers should be brief and to the point.

1. Define the term ‘Marketing Management’  
2. Differentiate Cost and Value.  
3. What is Market Planning?  
4. Identify the type of products in the following cases and give one example for each type:
   i. Purchase of goods in which purchaser devote considerable time to compare the quality, price, style etc at several stores before making final purchase.
   ii. Consumer products which are purchased frequently, immediately and with least time and efforts.
5. List any 2 characteristics of a Good Brand Name.  
6. Define Packaging. Name any 2 levels of packaging.  
7. There are innumerable risks which a marketing enterprise has to bear. Justify the statement.  
8. Describe briefly Societal Marketing Concept.  
9. What does Physical distribution mean? Explain the important decision areas in management of physical distribution.  
10. Identify the type of promotional tool in which short term incentives are designed to encourage the buyers to make immediate purchase of a product or service. Explain any 2 merits of this method of promotion.  
12. Define Market and explain the statement ‘Marketing begins with human needs and wants’.  
13. Explain how marketing is important to producers.

P.T.O
14. Briefly explain the factors determining the marketing mix of a firm.
15. What do you understand by Direct and Indirect channels of distribution?
   Explain briefly.
16. 'A good label can attract attention, describe the product and stimulate the
    buyer to buy the product.' In the light of the statement, draw a neat and
    attractive label for a pack of juice.
17. Explain a. Gathering market information as a facilitating function. b. Role of
    marketing in an economy. c. Standardization as a function of marketing.
18. "Price of a product is influenced by many factors". List and explain the factors
    affecting price determination.