

D.K.M. COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE-1
SEMESTER EXAMINATIONS
APRIL - 2017

15CPS4B

MARKETING AND ADVERTISING

Time : 3 Hours

Max. Marks : 75

SECTION – A (10 x 2 = 20)

Answer ALL the questions.

1. Define Marketing.
2. What is task environment?
3. What is market segment?
4. Who are called baby boomers?
5. What is product mix?
6. What are the growth stages of product life cycle?
7. What is selective distribution?
8. Define channel power.
9. What is reminder advertising?
10. What is ethnographic research?

SECTION – B (5 x 5 = 25)

Answer any FIVE of the following questions.

11. Write the scope of marketing management.
12. What are the micro environmental forces?
13. What are the levels of market segmentation? Explain.
14. Narrate the characteristics of industrial market.
15. Explain the product life cycle.
16. Describe product support services.
17. Write short notes on channel dynamics.
18. Describe the features of sales promotion.

SECTION – C (3 x 10 = 30)

Answer ALL the questions.

19. (a) Critically evaluate Company Orientation towards the market place.
(Or)
(b) Discuss the macro environmental forces.
20. (a) Make a detailed account on the bases of segmenting consumer's market.
(Or)
(b) How to develop price strategies and programs?
21. (a) Discuss channel design decisions.
(Or)
(b) Elaborate the features of marketing intelligence.