

Reg. No. :

6. A price reduction to buyers who pay their bills promptly is called
 (a) Trade discount (b) Cash discount
 (c) Seasonal discount (d) Quality discount
7. The word channel is derived from the French word,
 (a) Cann (b) Chaan
 (c) Canal (d) None of these
8. Departmental store is an example of
 (a) Second hand goods seller
 (b) Large scale retailer
 (c) Multiple shop
 (d) None of these
9. AIDAS stands for
 (a) Attention, Interest, Desire, Action, Satisfaction
 (b) Action, Interest, Decision, Attention, Service
 (c) Attention, Interest, Attitude, Action, Satisfaction
 (d) None of these
10. Any paid form of non-personal presentation of ideas, goods, or services by an identified sponsor is known as
 (a) Advertisement (b) Marketing
 (c) Selling (d) None of these

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PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) What are the 4Ps of marketing and how do they interact?
 Or
 (b) Describe the characteristics of a monopolistic competition market.
12. (a) Explain the importance of market segmentation.
 Or
 (b) Discuss the stages of product life cycle.
13. (a) Explain the importance of pricing in marketing strategy.
 Or
 (b) Discuss the difference between penetration pricing and skimming pricing.
14. (a) Describe the functions of channel members.
 Or
 (b) Explain the advantages of dual distribution channels.

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15. (a) Explain the objectives of sales promotion.

Or

- (b) Discuss the role of sales promotion in the marketing mix.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Explain the concept of market structure and its impact on business decisions.

Or

- (b) Explain how the extended marketing mix influences customer loyalty.

17. (a) Explain how product life cycle influences product development.

Or

- (b) Describe how market segmentation influences marketing mix decisions.

18. (a) Explain the concept of price discrimination and its implications for the business.

Or

- (b) Discuss the role of technology in pricing strategy.

19. (a) Analyse the physical distribution strategy of a successful business.

Or

- (b) Explain the factors influencing the channel selection.

20. (a) What are the factors determining promotion mix.

Or

- (b) Explain how digital advertising differs from traditional advertising.