Instructions:
(1) All questions are compulsory.
(2) All questions carry equal marks.

1 (a) Define Branding and explain its functions. 7
    (b) Explain the concepts of product line and product mix. 7

OR

1 (a) Discuss the various strategies for market nichers. 7
    (b) Define product and give the product classification. 7

2 (a) Describe the scope and limitations of marketing research. 7
    (b) Define Questionnaire. What are the various steps in preparation of questionnaire. 7

OR

2 (a) Explain the various contact methods for Data Collection. 7
    (b) Describe the factors affecting the choice of an appropriate technique of data analysis. 7

3 (a) How would you recruit and select the sales force personnel? 7
    (b) Define physical distribution. Explain the major distribution functions. 7

OR

61176] 1 [Contd...
3 (a) Discuss the various principles of personal selling.
(b) Describe how management would motivate and evaluate channel members.

4 (a) Give the meaning of advertising and discuss its objectives.
(b) Discuss the various methods and various factors affecting advertising budget.

OR

4 (a) Explain the merits and demerits of advertising as an element of 'Promotion Mix'.
(b) Describe the various media decisions in advertising.

5 Write short notes on any two of the following:
(a) Different P's of service marketing.
(b) Classification of services
(c) Difference between product marketing and service marketing.
(d) TQM (Total Quality Management) with reference to service marketing.