

Total No. of Pages: 1

**7654**

Register Number:

Name of the Candidate:

**P.G. DIPLOMA EXAMINATION December 2014**

**(SOFTWARE MARKETING)**

**110: PRINCIPLES OF MARKETING**

Time: Three hours

Maximum: 100 marks

---

**Answer any FIVE questions.**

**(5 × 20 = 100)**

1. Define the term Marketing. Briefly explain various concepts in marketing.
2. Briefly explain about the possible macro development factors.
3. What do you mean by demand? List the methods forecast the demand.
4. Define the term product and also give the importance of product launching.
5. Discuss briefly about product mixing and development strategies.
6. Clearly explain about the concept paper based and textile based packaging in detail.
7. Define the term banding and also explain about battle of band and switching of band.
8. What is called pricing? Explain about the factors influencing the price determination?
9. Briefly explain about various types of wholesalers and retailers.
10. Discuss shortly the following:
  - a) Odd Pricing
  - b) Service Marketing
  - c) Price living
  - d) Draping
  - e) Trade Mark.

%%%%%%%%%