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## MANIPAL ACADEMY OF HIGHER EDUCATION

FIFTH SEMESTER B.DES. (ID) DEGREE EXAMINATION – NOVEMBER 2019

SUBJECT: BID 311 – INTRODUCTION TO MARKETING  
(2015 SCHEME)

Thursday, November 21, 2019

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

- ✍ Answer any FULL FIVE questions.
- ✍ Answer all parts of a question.
- ✍ Any missing data to be assumed suitably.

1A. What is the classical definition of marketing? Explain the core values mentioned in the above definition.

1B. Briefly explain the porter value chain analysis with the help of an example.

(5+5 = 10 marks)

2A. Write a note on marketing mix.

2B. Explain the steps involved in consumer decision making/buying process.

(5+5 = 10 marks)

3A. What are the different levels of market segmentation? Explain.

3B. Explain the patterns of market segmentation based on needs.

(5+5 = 10 marks)

4. With a neat diagram, explain the steps in marketing information system.

(10 marks)

5. Explain with an example the nature and contents of a marketing plan.

(10 marks)

6A. What are the various roles people take in the context of buying behaviour? Explain.

6B. Explain any two characteristics of business markets.

(5+5 = 10 marks)

