

Higher Secondary (Vocational)
Class- XII
Semester - IV
MARKET DEVELOPMENT ASSOCIATE (MDA2)
Full Marks: 30

Group – A **(15)**

1. (a) Briefly explain any two factors influencing the choice of bases of market segmentation.
(b) Briefly mention the functions of physical distribution. (2+3)
2. (a) What is meant by market research?
(b) Discuss the concept of psychographic segmentation with examples. (2+3)
3. (a) Explain the 'three level' channel of distribution for a consumer product.
(b) Discuss any three limitations of advertisement. (2+3)

Group – B **(15)**

4. Explain the bases of market segmentation with suitable examples for each. (5)
5. Describe the elements of promotion and explain how they work together to achieve marketing objectives. (5)
6. Outline the steps involved in preparing a questionnaire for a market survey. (5)