

- 1. Answer the following question: (Any 2) 15**
  - (a) Define Marketing. Explain the benefits of marketing in detail.
  - (b) What do you mean by Marketing Mix? List down the factors influencing marketing mix.
  - (c) What is product? State the reasons of failure of new product development.
  
- 2. Answer the following question: (Any 2) 15**
  - (a) What is Integrated Marketing Communications? Explain the benefits of IMC?
  - (b) Define Pricing. Explain the types of pricing.
  - (c) Explain the different stages of the product life cycle with the help of the diagram.
  
- 3. Answer the following question: (Any 2) 15**
  - (a) What is consumer buying behavior? What are the factors that influence the buying decision of the consumer?
  - (b) Define Positioning. What are the various strategies adopted to position the product in the market?
  - (c) Explain the various promotional tools that are adopted by the companies to market their product.
  
- 4. Answer the following question: (Any 2) 15**
  - (a) Why internet marketing is important now a days as a marketing tool. State the benefits and drawbacks of internet marketing.
  - (b) Define Packaging. Why packaging is important.
  - (c) Explain Brand Equity and factors influencing brand equity.
  
- 5. Short Notes: (Any3) 15**
  - (a) E-Marketing.
  - (b) Basis for segmentation.
  - (c) Advantages of Labeling.
  - (d) Brand Loyalty
  - (e) Difference Between Sales and Marketing.

\*\*\*\*\*