Q1 Discuss various concepts of Marketing. Why Marketing is gaining importance in today's competitive environment?

Q2 (a) What are the bases used to segment markets for:-
   (i) TV
   (ii) Mobile Phones
   (iii) Toothpaste

   (b) What are the various ways that can be used for positioning the product?

Q3 (a) Explain with examples Product Innovation and Diffusion Process.

   (b) What are the various stages involved in New Product Development?

Q4 What factors are kept in mind in Selecting Channel of Marketing? What are various types of channel strategy used by marketers?

Q5 Discuss Push v/s Pull Strategy. What factors are kept in mind at the time of selecting a Media for Advertising? Discuss in brief.

Q6 What are the various factors to be kept in mind while designing Pricing Strategies? Discuss in brief various Pricing Techniques.

Q7 What are the various types of Sales Promotion Schemes used by Marketers for Consumers and Traders? How Publicity and Public Relations are different? Give suitable examples.

Q8 Write notes on the following:-

   (a) Marketing Strategies used at "Maturity" and "Growth" Stage of Product Life Cycle.

   (b) What are the activities as a part of Marketing Logistics and Supply Chain Management?