Qs. 1 Attempt any four of the following:
(a) Explain the major features of the marketing concept.
(b) Describe the characteristics of industrial markets.
(c) Describe the different levels of a product using an example to illustrate.
(d) Describe the elements of the promotion mix.
(e) Explain the factors to be considered in channel design.
(f) Describe the advantages of direct marketing.

Qs. 2 (a) Explain why demographic data alone is frequently insufficient for marketing decisions.
(b) Differentiate among homogeneous, clustered and diffused consumer demand. What are the marketing implications of each?

Qs. 3 (a) Describe the attributes of a good brand name. Give examples.
(b) Explain the major functions of packaging. Use examples.

Qs. 4 (a) A firm may pursue more than one pricing objective. Explain
(b) Describe demand-based pricing and its advantages.

Qs. 5 (a) “Advertising is a waste of the consumers’ money”. Do you agree? Why?
(b) Explain the objectives of and types of consumer sales promotions commonly used in the fast-moving consumer goods category.

Qs. 6 (a) “Marketing channels play an important role in delivering value to customers.” Explain
(b) Explain how product and distribution strategies are being adapted by marketers to tap rural markets.

Qs. 7 Discuss the reasons for companies to engage in green marketing. Briefly describe five green marketing initiatives being undertaken by companies in India.

Qs. 8 Write on any two:
(a) Positioning errors
(b) Transaction versus relationship selling
(c) Pros and cons of test marketing
(d) Cause related marketing

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