



- Notes : 1. All questions are compulsory.  
2. All questions carry equal marks.

1. a) Introduction of marketing define and its functions? **8**  
b) Difference between marketing and selling. **8**

**OR**

- c) Explain the importance and objectives of Marketing. **16**  
2. a) Explain the concept marketing segmentation. **8**  
b) Explain the targeting, positioning in marketing situation. **8**

**OR**

- c) What is marketing mix? Define its elements of marketing mix (4 P's). **16**  
3. a) Define the product? Explain the concept of product mix. **8**  
b) What is product mix and write importance of product mix. **8**

**OR**

- c) Explain the factors influencing buying decision making process. **16**  
4. a) State the need & importance of marketing strategy. **8**  
b) Explain the benefits of well preferred marketing & strategy. **8**

**OR**

- c) Discuss the factors of marketing strategy preparation & Analyse it. **16**  
5. Write short note.  
a) Societal marketing concept. **4**  
b) Natural Environment. **4**  
c) Consumer buying behaviour. **4**  
d) Basic of marketing strategy. **4**

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