



**THE ANSWERS MUST BE ATTEMPTED ON THE ANSWER SHEET PROVIDED**

**Q.1. Answer the following short questions: (6x5=30)**

- I. What are the advantages of publicity?
- II. What are the actors in the Microenvironment?
- III. Briefly discuss the marketing process step: *Understand the marketplace and customer needs and wants.*
- IV. Discuss the stages of *Product Life Cycle*.
- V. Discuss new product pricing strategies.
- VI. What is marketing myopia?

**Q.2. Answer the following questions. (3x10=30)**

- I: What is meant by personal selling? Discuss its pros and cons with respect to advertising. Support your answer with suitable examples.
- II: Discuss the similarities and differences between retailing and whole-selling. What are the various opportunities and threats in whole-selling explain your answer with example.
- III: What is differences between market segmentation, targeting, differentiation, and positioning?