



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

**Q.1. Answer the following short questions:**

**(6x5=30)**

- I. State difference between marketing and advertising.
- II. What are the different considerations to segment a market?
- III. Discuss the major stages in *New Product Development*.
- IV. Explain the step of marketing process: *Build profitable relationships and create customer delight*.
- V. What are the actors in the Macroenvironment
- VI. How publicity is beneficial for a company?

**Q.2. Answer the following questions.**

**(3x10=30)**

**Q.No.2:** Explain the importance of Pricing for a firm? How price of product influences its sale? Briefly discuss the pricing policies of a firm. (10)

**Q.No.3:** Briefly discuss the channels of distribution. Why these are important for organization? Provide comparative analyses for channels of distribution and provide examples to support you answers. (10)

**Q.No.4:** Compare and contrast consumer needs, wants, and demands. Describe the needs versus the wants for the products: (a) Nike Shoes and (b) iPod. (10)