

(2) (21 UCO 4N2-SF)

SECTION – B

(5 X 8 = 40 MARKS)

ANSWER ANY FIVE QUESTIONS OUT OF THE EIGHT QUESTIONS.

11. Discuss the functions of Marketing. **(K3)**
12. Write the importance of Marketing. **(K3)**
13. Describe the different types of Market Segmentation with suitable examples. **(K3)**
14. Explain the advantages and disadvantages of Digital Marketing. **(K3)**
15. Explain Modern Marketing Concepts with a Chart. **(K3)**
16. Enumerate the stages in Product Life Cycle. **(K3)**
17. Explain in brief the advertisement and its types. **(K3)**
18. Exemplify the Evolution of Marketing. **(K3)**

ETHICAL PAPER