



12 a) Describe the impact of economic factor on the marketing function.

(OR)

b) Examine the factors involved in buying decisions.

13.a) Explain the different stages of the Product Life Cycle.

(OR)

b) List the criteria for Market Segmentation.

14.a) Compare 'Skimming pricing' and 'Penetration pricing'.

(OR)

b) Describe the different phases of Personal Selling process.

15.a) Show how Sales Forecasting is important to marketing.

(OR)

b) Explain the difference between E-Marketing and Traditional Marketing.

#### SECTION – C

(5 X 5 = 25 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.

(K4 (Or) K5)

16. a) Explain in detail the evolution of Marketing Concepts.

(OR)

b) Discuss the stages involved in Marketing Research Process.

17. a) Determine the external factors affecting Marketing Environment.

(OR)

b) Examine the factors the determine the buying behavior.

18. a) Explain the process of New Product Development.

(OR)

b) Describe the methods of segmenting the market with example.

19.a) Analyze the internal factors influencing pricing decisions.

(OR)

b) Explain the media of advertising with their merits and demerits.

20.a) Evaluate the methods of Sales Forecasting .

(OR)

b) Discuss the concepts of e-marketing. State the growth and need of e-marketing in the Current scenario.

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