

12. a) Explain the concept of Product Policy and its importance in marketing decisions.
(OR)
b) Define Branding. Explain its features, types, and functions.
13. a) Explain the importance and objectives of pricing in marketing strategy.
(OR)
b) Write a detailed note on the kinds of pricing strategies
14. a) Explain the meaning and techniques of promotion in marketing.
(OR)
b) Write a detailed note on publicity and compare it with advertising.
15. a) List out the consumer rights under the Consumer Protection Act, 1986.
(OR)
b) Write a detailed note on online and mobile marketing, highlighting their advantages and limitations.

SECTION – C**(5 X 8 = 40 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.**

16. a) Discuss the objectives and importance of marketing in modern business organizations.
(OR)
b) Trace the evolution of marketing concepts
17. a) Discuss the steps in Product Planning and Development.
(OR)
b) Describe Product Life Cycle (PLC) with a diagram.
18. a) Discuss the various factors affecting pricing decisions.
(OR)
b) Explain the types of distribution channels.
19. a) Describe various sales promotion techniques used by marketers.
(OR)
b) Elaborate the role of media in advertising.
20. a) Discuss the different types of exploitation faced by consumers.
(OR)
b) Describe the latest trends in marketing.
