

SECTION – B**(5 X 4 = 20 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)**

11. a) Explain the modern marketing concept.
(OR)
b) Write a short note on market segmentation
12. a) Explain the types of channels of distribution.
(OR)
b) Explain the features of Branding.
13. a) State the basic policies of pricing.
(OR)
b) Explain the procedure for price determination
14. a) Explain the objectives of personnel selling
(OR)
b) Discuss the objectives of training the sales force.
15. a) Explain any two methods of retail marketing.
(OR)
b) Explain how the consumers are exploited.

SECTION – C**(4 X 10 = 40 MARKS)****ANSWER ANY FOUR OUT OF SIX QUESTIONS.****(16TH QUESTION IS COMPULSORY AND ANSWER ANY THREE QUESTIONS FROM Q.NO: 17 TO 21)****(K4) OR (K5)**

16. Explain the various functions of marketing with a chart.
17. Illustrate and identify the basis of market segmentation.
18. Draw and explain the stages in a Product life cycle.
19. Explain the various kinds of pricing.
20. Discuss the functions of advertising.
21. Appraise the rights of consumer under Consumer Protection Act
