



1. What is the modern concept of Market? (1)
2. What is meant by the term 'Market Research'? (1)
3. List the two types by which Market Survey are done. (1)
4. How does Economic Forces and Cultural Forces affect a firm's ability to build and maintain successful relationship with customers? (3)
5. Briefly state the steps involved in Marketing Research. (3)
6. What do you understand by indirect channels of distribution? Explain any two in brief. (3)
7. "Market Survey is an important tool in the hands of a Marketer". On the basis of this statement highlight the importance of Market Survey. (Any 4 points) (4)
8. What is meant by Trade? Briefly explain how is Internal Trade classified? (4)
9. Give appropriate examples for the following (2 each): (4)
 - a) Genetic Industry
 - b) Analytical Industry
 - c) Synthetic Industry
 - d) Construction Industry
10. Draft a survey, not exceeding 5 questions as to collect some information that will be helpful in launching a branded bicycle store. (5)
11. Explain the role of E-business that it plays in the promotion of business activities. (5)
12. "Excel Ltd." manufacturing LED lights want to enter into foreign Markets. The General Manager of the company seeks your advice on the various factors that influence the pricing decisions. Suggest him ways through which his company can finalise the price of their product. (6)