

Part –a

1. What is product concept
2. What is a global environment
3. Define introduction stage of PLC
4. What are the socio economic factors in segmentation.
5. Who is an industrial buyer
6. What is service marketing
7. What is marketing research
8. Who is a satisfied customer
9. What is online marketing
10. What is marketing challenge

Part –b

11. A) explain marketing concept and compare with selling concept. Give examples
Or
b) discuss marketing environment in today's competitive world.
12. A) Explain brand management practices in india
Or
b) Discuss the important features of skimming pricing. Give examples
13. A) What are the factors that determine customer satisfaction. Explain.
Or
b) Discuss service marketing with particular reference to commercial banks.
14. a) State the plan to carry out brand preference study with suitable examples .
Or
b) Explain the contents in a marketing research report with subdivisions
- 15). A) Discuss online marketing process and its futures in India.
Or
b).What are the emerging opportunities and challenges to a marketer of consumer durables.