1. Define the term ‘Market’
2. What is a ‘perfect market’?
3. Define the term ‘segmentation’
4. What is meant by marketing mix?
5. What is Product Mix?
6. What is a ‘Product’?
7. Who is a ‘Merchant Middleman’?
8. Expand: DAGMAR.
9. What is ‘Social Marketing’?
10. What is E-Marketing?

SECTION B (5x5=25)

11. a) What is marketing? List the importances of marketing.
    OR
    b) Distinguish Controllable forces from Uncontrollable forces.

12. a) What are the factors that determine Marketing Mix?
    OR
b) Bring out the need for segmenting the market.

13. a) How will you classify ‘products’?
   OR
   b) Explain any four objectives of pricing.

14.a) What are the functions performed by ‘middlemen’?
   OR
   b) What are the objectives of ‘Promotion’?

15.a) What are the objectives of Marketing research?
   OR
   b) Distinguish Marketing Information System from Marketing Research.

SECTION C (3x10=30)

Answer any THREE questions

16. Narrate the different functions rendered by marketing
17. Explain the different bases of market segmentation
18. Explain the different stages of PLC.
19. Explain the different types of channels of distribution.
20. What is meant by ‘Marketing Research’? Explain the Marketing Research process.

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