



### UNIT – I

1. What do you understand by marketing concept ? Explain the difference between production oriented concept and customer-oriented concept.
2. What do you understand by marketing Environment? What are main factors affecting marketing environment? Discuss.
3. What is meant by Marketing? Discuss the nature and scope of marketing.

### UNIT – II

1. Explain the meaning, nature and scope of consumer behavior.
2. What are Buying Motives? Classify and explain the buying motives.
3. What do you understand by market segmentation? Point out its objectives and bases.

### UNIT – III

1. What do you understand by product life cycle? Explain the factors affecting product life cycle.
2. What do you understand by Branding? Explain the importance of Branding.
3. What are the various method of pricing of a product? Which will you recommend and why?

### UNIT –IV

1. What do you understand by large retailing? Clasify the retail middlemen.
2. Wholesaler is an unnecessary chain between the producer and consumer. Discuss.
3. State the different types of Retailers. Which type is popular in India.

### UNIT – V

1. What do you mean by Sales Promotion ? Explain in brief the methods of sales promotion.
2. Clarify characteristics of an effective advertisement.
3. What do you understand by promotion in marketing? Explain the importance of promotion in marketing.