

SECTION-B

UNIT-I

- 11) What is a marketing mix? In what ways marketing mix helps the marketing firm in decision-making?
- 12) Outline various steps involved in New Product Development Process. Discuss some reasons for the failure of the New Product.

UNIT-II

- 13) Explain various elements of the Promotion Mix. Also, discuss the main characteristics of various elements.
- 14) What do you understand by Marketing Environment? Discuss the components in detail.

UNIT-III

- 15) Discuss in detail the bases and strategies of marketing segmentation.
- 16) Explain important consideration while deciding about the price of a product. Describe various pricing methods in detail.

UNIT-IV

- 17) Explain the various stages involved in the evolution of the marketing concept.
- 18) Why is the concept of Branding and Packaging important in Marketing?