



PART – C

Answer **any six** questions. **Each** carries **3** marks :

11. What are the different methods of selling ? Explain any two.
12. State the different stages in the product life cycle.
13. What are the objectives of marketing ?
14. What are the different types of large scale retailers ? Explain any two.
15. How marketing-mix concept helps the business firm ?
16. What are the promotion-mix variables ?
17. What are the benefits of the modern concept of marketing ?
18. State the elements of the marketing mix. (3×6=18)

PART – D

Answer **any two** questions. **Each** carries **8** marks :

19. Explain the functions of marketing.
 20. What are the objectives of packaging ? List out the characteristics of a good package.
 21. Explain the factors governing the choice of channels of distribution. (8×2=16)
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