

1. "Consumer orientation is an important feature of marketing that aims at understanding and meeting the needs of customers." In the light of this statement, explain scope, importance, and the core concepts of marketing. (18)

**OR**

- (a) "Holistic Marketing acknowledges that everything matters in marketing." Comment and elaborate on holistic marketing concept. (9)
  - (b) Explain the production concept and product concept of marketing philosophies with the help of examples. (9)
2. "A study of marketing environment is essential for the success of an organisation." In the light of this statement, discuss the various factors of micro and macro environment of a firm in detail. (18)

**OR**

(a) What do you mean by Consumer Behaviour? What are the different factors influencing consumer's buying decisions? Explain. (9)

(b) "The marketing mix refers to the set of actions, or tactics, that a company uses to promote its brand or product in the market." Comment. Suggest the marketing mix for an organic tea. (9)

3. (a) What do you understand by Market Segmentation? How is it different from Market Targeting? Elaborate different requirements of effective market segmentation. (9)

(b) Briefly explain the stages in Consumer buying decision process using the example of an electric passenger car. (9)

**OR**

(c) What is a product? Discuss the various levels of a product taking electric two-wheeler as a product.

(d) What is product mix? Explain with the help of examples, the width, depth, and consistency of product mix. (9)

4. (a) "Packaging acts as silent salesman." Comment and explain the role and importance of packaging in marketing. (9)

(b) "Effective labelling in marketing involves understanding the target audience and balancing the need for informative content." Comment and discuss the various types of available labels for the products. (9)

**OR**

(c) "Pricing is the process of determining the price which is optimal for both the manufacturer and the customers." Comment and explain the various factors that affect price of a product. (9)

(d) "Marketers use an array of tools for the purpose of communicating and promoting their products and services." In the light of the above statement, explain the concept of promotion mix and its various components. (9)

5. Write an explanatory note on **any three** of the following : (3×6=18)

(a) Intensive Distribution and Selective Distribution

(b) Service Marketing and its features

(c) Integrated Marketing Communication (IMC)

(d) Rural Marketing and its characteristics

(e) Sustainable marketing and its issues