Define Marketing. Explain the 4 Ps of Marketing Mix.

Explain any two types of Marketing Organization structures with their merits & demerits.

Discuss the role of Wholesalers & Retailers in Marketing.

What do you mean by Market segmentation? Explain the various bases/types of Market Segmentation.

What do you mean by Rural Marketing? Explain the various challenges in Rural Marketing.

Write short notes (Any two)

   a) The benefits of e-marketing
   b) Qualities of a good salesman
   c) Functions of Packaging
   d) Advantages of Telemarketing