Instructions:
1) All questions carry equal marks (16 marks each)
2) Attempt any 5 questions

1. Define 'Marketing'? Explain the components of Marketing.

2. What do you mean by 'Promotion Mix'? What are the elements of Promotion Mix?

3. Define 'Marketing Mix'. What are the elements of Marketing Mix?

4. Define 'Market Segmentation' state and explain different ways of segmentation.

5. Which factors are to be taken into consideration by the firm while choosing their distribution channels?

6. Write short notes on (any 2)
   1. Role of advertising in Marketing Mix.
   2. E-Marketing
   3. Responsibilities of sales manager
   4. Evolution of Marketing.
   5. Sales Budgeting.