

(2)

Unit-II

2. What is market segmentation? Explain the variables used in segmenting markets.

OR

What are the main functions of packing? Show how these functions are inter-related. Discuss the main strategies used in the packing of consumer product in India.

Unit-III

3. What are the strategies used by marketers for promotion of products?

OR

What are the objectives of promotion which factor shall be considered while selecting any tool of promotion?

Unit-IV

4. What is a channel of distribution? What are governing principles of it?

OR

What is meant by Agency? How does it work in the market?

(3)

Unit-V

5. Why marketing research in India is not very popular ? Is it going to face the future world of borderless economy ?

OR

Why do business organization have marketing information system ? Explain its importance in modern business.
