INSTRUCTIONS:
1. All questions are compulsory.
2. Attempt all parts of the questions together.

Q1. Explain needs, wants and demands as a feature of marketing. 2
Q2. Explain Volume Segmentation. 2
Q3. Define Target Marketing. 2
Q4. What is the meaning of Macro Environment? 2
Q5. Which product usually survive many uses? Give Two examples. 2
Q6. What are the factors determining Marketing Mix? 3
Q7. Market Segmentation helps to identify the companies' capabilities. Discuss. 3
Q8. Give any three merits of Advertising. 3
Q9. Discuss with suitable examples how market can be segmented on the basis of Psychographic segmentation. 3
Q10. There is one and only one valid definition of business—“to create a customer”. Discuss the statement keeping in view the nature and scope of marketing. 4
Q11. Marketing Environment has been described as a process of process of adjusting controllable and uncontrollable factors. List these controllable and uncontrollable factors. 4
Q12. Draw a neat label diagram of your favorite product giving all the necessary information relating to the product. 4
Q13. Explain Demographics and Lifestyles as a personal factor affecting consumers buying Behavior. 4
Q14. What is the significance of marketing mix in the present day business environment? 5
Q15. What are the different stages in the Consumer Buying Decision Process. 5
Q16. Explain Standardisation, Financing and Risk taking as a functions of marketing. 6
Q17. What are the different Buying Motives of the Consumers? 6