- ✍ **Answer any FULL FIVE questions.**
- ✍ **Answer all parts of a question.**
- ✍ **Any other instruction may be added by the subject teachers/coordinators.**

1A. Differentiate between Marketing and Sales.
1B. Explain the structure of the Fashion Market with an example.
1C. Draw the components characterizing the Holistic Marketing Concept.

(3+3+4 = 10 marks)

2A. Describe the key elements of the Marketing Environment.
2B. Write the important steps in Consumer Decision Making Process.
2C. Briefly explain the primary and secondary types of research.

(3+3+4 = 10 marks)

3A. Explain the 'Cost Based' Pricing.
3B. What are the benefits of Branding to the consumer?
3C. What are the two pricing strategies that are adopted in setting the price.

(3+3+4 = 10 marks)

4A. Explain the SWOT analysis.
4B. Which are the elements of Channel Distribution?.
4C. Describe the types of Retailers in Market Distribution.

(3+3+4 = 10 marks)

5A. Define Marketing Communications and write the different tools of promotional mix.
5B. Differentiate between Publicity and Advertising with an example.
5C. Discuss the advantages and disadvantages of Public Relations.

(3+3+4 = 10 marks)

6A. Briefly explain the role of a retailer in distribution channel.
6B. Explain the factors in the Micro Environment.
6C. Describe the Product Mix in Marketing.

(3+3+4 = 10 marks)