

Instructions : Answer any Five questions.

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| Q.1 | Discuss the Marketing concept & its evolution. | (20) |
| Q.2 | Why is Green Marketing here to stay? Discuss Green Marketing in detail. | (20) |
| Q.3 | Discuss the following concept under promotion mix - Publicity, Public Relations & Sales Promotion. | (20) |
| Q.4 | Why should price be decided after a lot of consideration? Explain the different pricing policies. | (20) |
| Q.5 | Explain the concept of Guerrilla Marketing & its features. | (20) |
| Q.6 | Why should logistics Management of a company be foolproof? Explain the factors affecting channel choice. | (20) |
| Q.7 | Short notes (Any two) | (20) |
| | a. Product Life Cycle | |
| | b. Advertising | |
| | c. Marketing Mix | |