

[illegible]

- What are the advantages of green marketing?
- What is mobile marketing?
- What is Holistic marketing?
- What is the role of relationship marketing?
- What do you mean by market positioning?
- What is a niche market?
- What do you understand by marketing mix?
- Define the term '*Personal selling*'.
- What do you understand by Prospect Management?
- What do you mean by sales quota?

SECTION-B

- 2) *'Web marketing as a promotion tool'*. Comment upon the statement.
- 3) What do you understand by *'marketing myopia'*? What are the challenges faced in this situation and how they can be tackled?
- 4) Can a company have same marketing mix variables for different market segment? Do you agree or not? Justify your answer with suitable example.
- 5) What are the various bases of market segmentation?
- 6) Explain in detail the buying process with suitable example.

SECTION-C

- 7) *"The terms 'Selling' and 'Marketing' are frequently used in an interchangeable manner. However, selling is merely a tip of the iceberg called as Marketing."* Comment.
- 8) Discuss in detail the expanded marketing mix of services. How are services different from goods?
- 9) Explain the AIDA's theory of selling with the help of suitable example.