





- (ix) \_\_\_\_\_ is the process by which we select, organize and interpret information inputs to create a meaningful picture of the world.
- (x) \_\_\_\_\_ groups are those whose values or behavior an individual rejects.
2. (a) Define Marketing Environment. Explain the components of Marketing Environment? (1+7=8)
- (b) Discuss briefly the various philosophies of marketing? (7)
3. (a) Explain the key factors that influence consumer behavior? (10)
- (b) 'Marketing is both art and science' – Explain the statement with the help of an example? (5)
4. (a) Explain briefly the bases of segmenting consumer market? (8)
- (b) Define positioning? Take any product and explain its point-of-parity and point-of-difference? (7)
5. (a) Discuss the various stages in the PLC (Product Life Cycle) and also explain the marketing strategies applied in each stage of PLC? (10)
- (b) What are the different levels a product can attain? (5)
6. (a) Explain briefly the various pricing methods? (7)
- (b) 'Consumers today can shop for goods and services at store retailers, non-store retailers, and retail organizations'- Elaborate briefly each type of retailer? (8)
7. Write short notes on (any three): (3 × 5 = 15)
- (a) Green Marketing
- (b) Wholesaling
- (c) Difference between selling and marketing
- (d) New Product Development.

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