

SECTION-B

2. Discuss the nature, scope and importance of marketing.
3. Discuss the various product based decisions. Quote suitable examples.
4. Explain the distribution channels. Also explain channel management decisions.
5. Name the various distribution channels. Also give their nature and functions.
6. What is promotional mix? How do the elements of promotional mix increase sales of a company?
7. What is Pricing Decision? What are the factors which affect price determination?

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