SECTION - A

I.   **Answer any Five out of Seven sub-questions.**   **(5×2=10)**

a)   What is Marketing?

b)   Give the meaning of consumer Behaviour.

c)   State two significance of Promotion.

d)   What is social media marketing?

e)   What is SERQUAL model?

f)   What do you mean by marketing Environment?

g)   What is Branding?

SECTION - B

II. **Answer any Three out of Five questions.**   **(3×6=18)**

2.   Briefly explain the functions of Marketing.

3.   Explain the benefits of marketing environment analysis.

4.   Briefly discuss the factors influencing Consumer Behaviour.

5.   Explain the reasons for the failure of new product.

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6. Explain the 7P's of Service Marketing.

SECTION - C

III. **Answer any Three out of Five questions.** (3×14=42)

7. Explain the uncontrallable environmental factors of marketing.

8. What is market segmentation? Explain the bases of market segmentation.

9. Describe the stages of product life cycle in detail.

10. Explain the factors that influences pricing decision of a firm.

11. Write short notes on
    a) Green marketing
    b) AI marketing
    c) Content marketing
    d) Influence marketing

SECTION - D

IV. **Answer any One out of Two questions.** (1×10=10)

12. a) Before buying a new smart phone, a customer goes through several steps, recognizing the need searching for information (Online reviews), evaluating alternative (comparing with other brands) making the purchases and post purchase behaviour. Samsung ensures a smooth experence at each stage to influence the fenal purchase.

Questions:
   1. What are the steps in the buying process ahown in this case?
   2. How does samsung help customer during the evaluation process

(OR)

12. b) Design and explain the new product development stages for the product of your choice.

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