

GE-4

PRINCIPLES OF MARKETING

1. Define marketing ?How is it different from selling ?Discuss the nature, scope and importance of marketing .
2. Elaborate the concept of product Life cycle and New product Development process in context of marketing.
3. Explicate different pricing strategies adopted by corporate for marketing their products.
4. Define Promotion? What are its importance? Discuss different promotion mix adopted by Indian companies for their product.
5. Write notes on:-
 - (a)Product differentiation Vs Market Segmentation
 - (b)Services Marketing