Before answering the question paper the candidate should ensure that they have been supplied the correct question paper. Complaints in this regard, if any, shall not be entertained after the examination.

Note: All questions carry equal marks. Ques. No. 1 is Compulsory and attempt two questions from each section.

1. (a) What do you mean by marketing mix?
   (b) Explain briefly the functions of marketing
   (c) Identify the objectives of marketing channels.
   (d) Define the term Green Marketing
   (e) Differentiate between push and pull strategies

SECTION-A

2. What are the various types of marketing environment? Explain

3. Explain the concept Green Marketing. Discuss its importance.

4. What are the probable strategies that a company can adopt for growth and maturity stage of PLC. Illustrate with an example.

SECTION-B

5. Explain the following pricing strategies:
   a. Price quality
   b. New product
   c. Product mix pricing

6. Describe the promotional policies suitable for the newly introduced products in the market.

7. What do you understand by marketing channels? Discuss different factors affecting the choice of distribution channel.