4. What is meant by healthy marketing environment? What are its types?

SECTION-B

5. Explain the price strategies:
   a. Cost plus strategy
   b. Product mix pricing
   c. Price-quality strategy

6. What sort of policies are to be adopted from promotion of the product point of view when we introduce a new product in the market?

7. What are the objectives of marketing channels? What are the points which should be considered while choosing a distribution channel.