

12. (a) What are the factors to be considered in segmenting a market? How does the segmentation help the Marketer?

Or

- (b) Briefly discuss the emerging Indian retail Industry growth and scope in India.

13. (a) Explain the consumer buyer behaviour Model for consumer goods and Industrial goods.

Or

- (b) Explain the concept of PLC and the associated marketing strategies.

14. (a) Discuss the macro and micro impact of advertising. Give suitable illustrations.

Or

- (b) (i) Discuss some of the major uses of marketing research.
(ii) Construct a questionnaire to study a customer satisfaction of a Mobile Phone user in your city.

15. (a) Describe the Nature and Scope of Online Marketing. What are the advantages and disadvantages in Online Marketing?

Or

- (b) Trace out the new trends of Marketing, How does the Web Marketing replace the Traditional Marketing?