

13. Define product.
14. What is psychological pricing?
15. What is logistics?
16. What is online marketing?
17. What is word of mouth marketing?
18. What is M-Commerce?
19. What is hacking?
20. Define marketing.
21. What is rural marketing?
22. What is warranty?

(8 × 2 = 16 Marks)

PART - III

Answer any *six* questions. Each question carries 4 marks.

23. How to create long term loyalty relationship?
24. Explain the stages of PLC.
25. Explain the stages of new product development.
26. Explain different E-commerce models.
27. What is sales promotion? Explain its types.
28. Write a short note on
 - a) Guarantee
 - b) Advertising media
 - c) E-marketing
 - d) Price
29. Explain the pricing strategies of rural markets.
30. What are the factors influencing the selection of a distribution channel?
31. Explain the steps in buying decision process

(6 × 4 = 24 Marks)

PART - IV

Answer any *two* questions. Each question carries 15 marks.

32. What is market segmentation? Explain the bases of market segmentation.
33. Define price. Explain different methods of pricing.
34. Explain marketing mix
35. Explain the security issues in E-Commerce.

(2 × 15 = 30 Marks)
