
PRINCIPLES OF MARKETING

LONG QUESTIONS PAST PAPER (2015)

- 1) Define Marketing Environment. Describe the elements of a company's Microenvironment.
- 2) What is Market Segmentation? How markets are segmenting Consumer Markets?
- 3) Define New Product Development Strategy and explain the New Product Development Process.

PAST PAPER (2017)

- 1) What do you understand by promotion Mix? What are its components? Briefly describe any Three of them.
- 2) Elaborate upon the concepts of segmentation, Targeting, Positioning. Explain Demographic Segmentation in detail.
- 3) What do you know about marketing Mix? Explain its parts in detail.

PAST PAPER (2018)

- 1) Discuss various options available with respect to price adjustment pricing strategies?

Past Paper For Marketing Principles June 24

Thomas Griffiths



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