



70169



13. a) With the help of an example, explain the various stages of a product life cycle.  
Draw the PLC curve.

(OR)

- b) Discuss the various methods and objectives for pricing.

14. a) Explain the different types of buyer-behaviour models.

(OR)

- b) What is CRM ? How do you build and measure customer satisfaction ?

15. a) Discuss the applications of marketing research.

(OR)

- b) Discuss the advantages and disadvantages of advertisement and sales promotion.

PART - C

(1×15=15 Marks)

16. a) Prepare a new product development plan outlining the various stages for a traditional health drink.

(OR)

- b) As a marketing consultant prepare a market research report enumerating the various steps involved for an ayurvedic deodorant to be launched by a leading consumer brand.