

Q. 4. Answer in detail (Any Two) (20)

1. There are some factors which may not be completely controlled by the marketers. Discuss these MACRO Environment Factors influencing Marketing decisions.
2. Differentiate between Consumer and Customer.
3. Differentiate between Selling and Marketing.

Q. 5. Case study (15)

Marketing is not just a onetime activity. It is an ongoing process with various functions to perform. Elaborate various functions of Marketing.
