

SECTION-B

UNIT-I

2. Define Demand Forecasting. Discuss the various methods of Demand Forecasting.
3. Explain the concept of Market Segmentation. Discuss the basis of Market Segmentation.

UNIT-II

4. What do you mean by Marketing Information System? Explain the various components of Marketing Information System.
5. Define Competitive Advantage. Describe any two strategies that a company can use to gain Competitive Advantage.

UNIT-III

6. What are the main priorities for business promotion of Agri-Commodities? Explain.
7. Discuss the types of Cost and factors impacting the Costs under Transaction Cost Theory.

UNIT-IV

8. What do you mean by Advertising? Explain the various types of Advertising.
9. Define Media Budgeting. How to plan a Media Budget? Discuss.