

General Instructions:

- 1.The question paper contains 10 questions.
- 2.All questions are compulsory.
- 3.Total 16 marks

Qn. No	SECTION A	Marks allocated
1	Explain the importance of product	2
2	What is the role of marketing to society	3
3	Explain the following of production concept with examples.	2
4	Explain the importance of marketing to society	3
5	Define Environment scanning.Explain the role of environment scanning in business environment any 4 points.	4
6	Explain places scope of marketing with suitable 2 examples.	2
	THE END	