1. **Answer in brief**: 10

(a) Define sales.

(b) What is Market Research?

(c) Define Marketing Control.

(d) What is Cyber Marketing?

(e) What is Relationship Marketing?

2. (a) Discuss the Recent Trend in marketing. 7

(b) Discuss the organizing measures in controlling Marketing operations.

OR

2. (a) Explain first three steps of Marketing Research process. 6

(b) Write detailed note on International Marketing. 7
3 Explain communication process with neat and clean diagram.

OR

3 Explain the concept of media selection and advertising in detail.

4 Write short notes on: (any two)

(a) Green Marketing
(b) Advertising Budget
(c) Marketing of services.