



12. (a) Assume that you are the marketing manager for a MNC company which is planned to launch the cosmetics products in a metro city. How will you segment the market?

Or

- (b) Develop a advertisement proposals with the plan, budgets for the taxi service in your city.
13. (a) Compare the buying process involved in industrial goods and consumer goods.

Or

- (b) Construct a questionnaire for measuring the customer satisfaction survey for the branded restaurant.
14. (a) Design a marketing research plan to know the brand value in the market.

Or

- (b) Explain the various types of customer relationship management for a bank.
15. (a) Design an online promotion plan for a university that offers various UG and PG courses in India.

Or

- (b) Trace out the trends and challenges in the marketing practices in the global scenario.
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