

3. Short answer questions (Solve **any seven**).

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- i) Write a steps of Effective Detailing.
- ii) Write about Marketing Environment.
- iii) Differentiate between Wholesaler and Retailer.
- iv) Give a short note on Direct Mail.
- v) Write a detail about Product Branding.
- vi) Explain the Pricing Strategies.
- vii) Explain Functions of Wholesaler.
- viii) Explain different methods of Pricing.
- ix) Write in short about Personal Selling.
