and complete question-paper. No complaint, in this regard, will be entertained after the examination.

Note : Attempt *Five* questions in all, selecting *one* question from each Unit. Q. No. **1** is compulsory. All questions carry equal marks.

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Unit II

4. Define Marketing Mix and explain its 4Ps. **10**

5. What is Supply Chain Management ? Discuss its role in optimizing business operations. **10**

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