

M.B.A.- I (CBCS Pattern) Semester-I
PCB1C03 - Foundation Course in Marketing & Sales Management

P. Pages : 1

Time : Three Hours



GUG/W/24/10676(S)

Max. Marks : 70

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- Notes : 1. All questions carry equal marks.
2. Attempt **any five** questions.

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| 1. | What is market segmentation and targeting? Discuss. | 14 |
| 2. | Explain the 7P's of marketing with suitable examples. | 14 |
| 3. | Describe the pricing method in details. | 14 |
| 4. | In your opinion what are the different ideas taken into consideration at the launching of New product in the market. | 14 |
| 5. | Define the term Advertising. What is the crucial rate played by advertising in competitive environment. | 14 |
| 6. | How the marketing communication take part in success of the company? Discuss | 14 |
| 7. | What is sales promotion? Discuss its important and objectives to achieve sales target. | 14 |
| 8. | "Compensation strategy for sales force leads to good performance to achieve sales" comment. | 14 |
| 9. | What are the different methods of sales control? Discuss | 14 |
| 10. | Write short note on any two . | 14 |
| | a) Public relation & Direct marketing. | |
| | b) Sales forecasting. | |
| | c) Warehousing and storage. | |
| | d) Staffing of sales organization. | |
