

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

Max. Marks : 70

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

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| 1. | “Marketing is the functional approach” elaborate above statement in your own words. | 14 |
| 2. | Explain in detail new product development process? | 14 |
| 3. | Explain the role of logistics and supply chain management in marketing process. | 14 |
| 4. | What is Marketing communication? Explain in detail about marketing communication process? | 14 |
| 5. | Discuss in detail personal selling and selling processes? | 14 |
| 6. | What is sales forecasting? Elaborate designing of sales strategies and sales programmes? | 14 |
| 7. | Explain Advertising? Discuss the vital role played by advertising competitive environment? | 14 |
| 8. | What is the need for product policies? Describe the qualities of a good product policy? | 14 |
| 9. | Elaborate the concept of sales cost analysis? | 14 |
| 10. | Write short notes any two . | 14 |
| | a) Marketing Mix | |
| | b) PLC | |
| | c) Public relations & Directing Marketing | |
| | d) Territory Distribution programmes | |
