

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

P. Pages : 1

Time : Three Hours



GUG/S/23/10676

Max. Marks : 70

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

- | | | |
|-----|---|----|
| 1. | What is the concept of Marketing Environment? Explain in details. | 14 |
| 2. | What are the 4P's marketing mix? What is the importance of marketing mix and why are the 4P's important? Explain. | 14 |
| 3. | What is new product development process? What are the key challenges of new product development? Explain. | 14 |
| 4. | What is supply chain management? Discuss its concept in details. | 14 |
| 5. | What is marketing communication? Discuss the various tools of integrated marketing communication? | 14 |
| 6. | What is direct marketing? Explain the concept of direct marketing along with its types. | 14 |
| 7. | Illustrate the process of selling and staffing of sales organisation. | 14 |
| 8. | Explain the term "Effective sales compensation plan". | 14 |
| 9. | Describe the various methods of monitoring and controlling of sales force? | 14 |
| 10. | Write detail note on any two . | 14 |
| | a) Sales cost analysis. | |
| | b) Incentive plans. | |
| | c) Managing advertisement. | |
| | d) Designing sales target. | |
