

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

P. Pages : 1

Time : Three Hours



GUG/W/22/10676

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 functions represents the functional approach of marketing” Explain. | 14 |
| 2. | Explain new product development process. Discuss pricing methods. | 14 |
| 3. | “Marketing segmentation is very useful for effective marketing of any product” Elaborate. | 14 |
| 4. | What is need for product policies? Describe the qualities of a good product policy. | 14 |
| 5. | Describe the terms: public relations and direct marketing. | 14 |
| 6. | Managing logistic in the supply chain requires an interface between logistics, procurement and manufacturing strategies discuss. | 14 |
| 7. | Explain Advertising? Discuss the crucial role played by advertising in competitive environment. | 14 |
| 8. | Discuss on designing sales target setting and territory distribution programmes. | 14 |
| 9. | What are the methods of sales control and motivating sales force. | 14 |
| 10. | Write short notes on any two . | 14 |
| | a) 7Ps of Marketing Mix | |
| | b) Sales forecasting | |
| | c) Territory distribution programmes | |
| | d) Direct marketing. | |
