

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

P. Pages : 1

Time : Three Hours



**GUG/S/25/10676**

Max. Marks : 70

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

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|-----|---------------------------------------------------------------------------|----|
| 1.  | What is Marketing? Discuss interaction of marketing with other functions. | 14 |
| 2.  | What is marketing mix? Discuss 4Ps of marketing mix.                      | 14 |
| 3.  | What do you mean by pricing? Discuss pricing methods.                     | 14 |
| 4.  | Discuss promotion methods & strategies in marketing.                      | 14 |
| 5.  | Describe Marketing Communication Process.                                 | 14 |
| 6.  | Explain Public relations & Direct Marketing.                              | 14 |
| 7.  | What is personal Selling? Discuss selling processes.                      | 14 |
| 8.  | Discuss designing sales force compensation & incentive plans.             | 14 |
| 9.  | Explain methods of sales control and motivating sales force.              | 14 |
| 10. | Write short notes on <b>any two</b> .                                     | 14 |
|     | a) 7Ps of Marketing Mix.                                                  |    |
|     | b) Logistics & Supply Chain Management.                                   |    |
|     | c) Sales Promotion.                                                       |    |
|     | d) Sales Reporting.                                                       |    |

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