

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

P. Pages : 1

Time : Three Hours



GUG/S/24/10676

Max. Marks : 70

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

1. “Marketing functions represent the functional approach of marketing”. Explain. **14**
2. What is marketing environment? Discuss in brief. Highlight the interaction of marketing with other functions. **14**
3. Discuss the role of logistics and supply chain management in marketing process. **14**
4. Explain various promotion methods and strategies in new product development. **14**
5. What is meant by Marketing communication? Explain communication process. **14**
6. What is sales promotion? Discuss its importance and objectives to achieve sales target. **14**
7. Discuss the qualities of a successful salesman with the help of suitable examples. Also importance of sales organization. **14**
8. Describe various factors are considered while designing sales target and territory distribution programmes. **14**
9. What are the methods of sales control and motivating sales force? **14**
10. Write a short note on **any two**. **14**
 - a) 7 Ps of marketing mix.
 - b) New product development process.
 - c) Market segmentation.
 - d) Warehousing & Storage.
