

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.

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| 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. | |
