

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

P. Pages : 1

Time : Three Hours



GUG/W/23/10676

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. | “Marketing segmentation is very useful for effective marketing of any product”. Elaborate. | 14 |
| 3. | Explain in detail 7P’s of Marketing giving suitable examples. | 14 |
| 4. | Describe new product development process in detail. | 14 |
| 5. | What is mean by Marketing communication? Explain communication process. | 14 |
| 6. | Explain meaning and scope of Sales management. Also discuss importance of sales Research and sales forecasting in sales management. | 14 |
| 7. | Discuss the qualities of a successful sales man with the help of suitable examples. Also importance of sales organization. | 14 |
| 8. | What is the need for product policies? Describe the qualities of a good product policy. | 14 |
| 9. | What are the methods of sales control and motivating sales force? | 14 |
| 10. | Write short note on any two . | 14 |
| | a) Personal selling. | |
| | b) Direct Marketing. | |
| | c) Marketing Mix. | |
| | d) Warehousing & Storage. | |
