

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

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

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.
