

Total No. of Questions : 4]

SEAT No. :

PB-1374

[Total No. of Pages : 2

[6224]-534

T.Y. B.Com (Vocational)

MARKETING

**356 (B) : Advertising, Sales Promotion & Sales Management - II
(CBCS) (2019 Pattern) (Semester - V) (Paper - VI)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) A) Fill in the blanks.

[5]

- i) It is a systematic study of problems related to marketing of goods and services.
 - a) product knowledge
 - b) Sales Management
 - c) Marketing Research
 - d) Basic research
- ii) Effective marketing research includes _____
 - a) Product Management
 - b) Cost Management
 - c) Sales Manager
 - d) Marketing management
- iii) Foreign policies in country includes in
 - a) Political environment
 - b) Cultural environment
 - c) Competitors
 - d) Sales policy
- iv) It is marketing of products that are presumed to be environmentally safe.
 - a) Green marketing
 - b) Niche Marketing
 - c) Blue marketing
 - d) CPM
- v) It is basic advantage of digital marketing is _____
 - a) To Capture market
 - b) Global reach
 - c) Local market
 - d) District wholesaler

P.T.O.

B) Match the pairs : [5]

- | | |
|---------------------------|--|
| i) Digital marketing | a) Development of product |
| ii) Green marketing | b) Lower cost |
| iii) Affiliate marketing | c) Environment friendly products |
| iv) Marketing environment | d) Establishing connection through blogs |
| v) Product manager | e) Internal and external factors. |

Q2) Write short note on (any 2) [10]

- a) Green marketing
- b) Marketing research analyst
- c) Role of promotional manager
- d) Trends in marketing Environment

Q3) Answer the following (any 4). [20]

- a) Objectives of marketing research
- b) Functions of marketing manager
- c) Role of Product Manager
- d) Affiliate Marketing
- e) Digital Marketing
- f) Techniques of marketing research

Q4) Answer the following (any 1). [10]

- a) What do you mean by marketing environment? Explain need and importance of marketing Environment.
- b) Explain need and importance of social media marketing.

