

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.

