

Total No. of Questions : 4]

SEAT No. :

PC-1068

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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.

Q1) Fill in the blanks :

[5]

- 1) 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
- 2) Effective marketing research process includes _____.
 - a) Developing Plan
 - b) Cost analysis
 - c) Sales routine
 - d) Marketing management
- 3) Cultural values in the country states _____.
 - a) Political environment
 - b) Cultural environment
 - c) competitors
 - d) Legal policies
- 4) It is marketing of organisation to develop overall image.
 - a) Green marketing
 - b) Niche Marketing
 - c) Blue marketing
 - d) Affiliate Marketing
- 5) It is basic advantage of digital marketing is _____.
 - a) Lower Cost
 - b) Global reach
 - c) local market
 - d) district wholesaler

P.T.O.

b) Match the Pairs : [5]

- | | |
|--------------------------|--|
| a) Digital marketing | 1) Promotion of product |
| b) Green marketing | 2) Wide coverage |
| c) Affiliate marketing | 3) Environment Friendly products |
| d) Marketing environment | 4) Establishing connection through blogs |
| e) Promotion manager | 5) Economical and political factors |

Q2) Write short note on (any TWO) : [10]

- a) Importance of Affiliate marketing
- b) Role of Promotional Manager
- c) Functions of Product manager
- d) Green marketing

Q3) Answer the following (Any FOUR) : [20]

- a) Need of marketing research
- b) Career opportunities in marketing
- c) Role of Market research Manager
- d) External Marketing Environment
- e) Digital Marketing
- f) Techniques of marketing research

Q4) Answer the following (Any ONE) : [10]

- a) State and explain objectives and significance of Marketing Research.
- b) Write a detail note on recent trends in marketing.

