

[6315] - 334

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]

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 manger
- 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.

