

Total No. of Questions : 4]

SEAT No. :

PD954

[Total No. of Pages : 2

[6439]-234

T.Y.B.Com. (Vocational)

**356 B VOC : ADVERTISING, SALES
PROMOTION & SALES MANAGEMENT-II
Marketing
(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) Multiple Choice Questions.

[5]

- a) It is a systematic study of problems related to marketing of goods and services.
 - i) Product knowledge
 - ii) Sales Management
 - iii) Marketing Research
 - iv) Basic research
- b) Following is not step in marketing research
 - i) Problem Identification
 - ii) Field Work
 - iii) Data analysis
 - iv) Marketing Management
- c) Festivals in Country is part of _____
 - i) Political environment
 - ii) Cultural environment
 - iii) Competitors
 - iv) Sales policy
- d) It is marketing of products that are presumed to be environmentally safe.
 - i) Green marketing
 - ii) Niche Marketing
 - iii) Blue marketing
 - iv) CPM
- e) It is basic advantage of digital marketing is _____
 - i) To Capture market
 - ii) Global reach
 - iii) Local market
 - iv) District wholesaler

P.T.O.

- B) Match the pairs [5]
- | | |
|--------------------------|---|
| a) Digital marketing | i) Promotion of product |
| b) Green marketing | ii) Wide coverage |
| c) Affiliate marketing | iii) Environment Friendly products |
| d) Marketing environment | iv) Establishing connection through blogs |
| e) Promotion manager | v) Economical and political factors |

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

- a) Importance of green marketing
- b) Role of marketing research analyst
- c) Functions 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) State and explain meaning, need and importance of marketing environment.
- b) Write a detail note on social media marketing.

