

[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

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.

