Total No. of Questions : 4]

SEAT No. :

PE1106

[Total No. of Pages : 3

[6525]-534
T.Y.B.Com. (Vocational)
356 (B) VOC : ADVERTISING, SALES PROMOTION & SALES MANAGEMENT - II (Marketing)
(2019 Pattern) (Semester - V)

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]**

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) Effective marketing research process includes _____

i) Developing Plan

ii) Cost analysis

iii) Sales routine

iv) Marketing management

c) Cultural values in the country states _____

i) Political environment ii) Cultural environment

iii) Competitors iv) Legal policies

d) It is marketing of organisation to develop overall image.

i) Green marketing ii) Niche Marketing

iii) Blue marketing iv) Affiliate Marketing

e) It is basic advantage of digital marketing is _____

i) Lower Cost ii) Global reach

iii) Local market iv) District wholesaler

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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 Affiliate marketing.

b) Role of Promotional Manager.

c) Functions of Product manager.

d) Green marketing.

Q3) Answer the following (any 4) **[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 1) **[10]**

a) State and explain objectives and significance of Marketing Research.

b) Write a detail note on recent trends in marketing.

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