

Total No. of Questions : 4]

SEAT No. :

P3003

[Total No. of Pages : 4

[5801]-625

T.Y. B.Com.

**366 - h : MARKETING MANAGEMENT - III
(CBCS 2019 Pattern) (Semester - 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) Fill in the blanks (Any 5): **[5]**

- i) Efforts, planning, aims and evaluation of human resource is called as marketing _____.
 - a) Control
 - b) Auditing
 - c) Environment
 - d) Management
- ii) In service marketing after sales service, quality service, business service and research development etc, are part of _____.
 - a) Product oriented components
 - b) Person oriented components
 - c) Quality oriented components
 - d) Industry group components
- iii) _____ is a soul of advertisement.
 - a) Media
 - b) Design
 - c) Message
 - d) Printing Art
- iv) Marketing _____ is a directive process which directs all activities in marketing.
 - a) Auditing
 - b) Environment
 - c) Management
 - d) Control
- v) _____ are depend on use of internet and modern technology.
 - a) Press media
 - b) Magazines
 - c) Social media
 - d) Website
- vi) Some of social media, which give platform to earn more money independently are called as _____.
 - a) Self media
 - b) Income media
 - c) Print media
 - d) Exchange media

P.T.O.

B) Match the following: [5]

- | | |
|-------------------------------------|------------------------------------|
| i) Beauty Parlor & Jim services | a) Social media |
| ii) Centre of Attraction & Balance | b) Techniques of marketing control |
| iii) Twitter, Instagram | c) Person oriented components |
| iv) Ratio & market costing analysis | d) Principles of Design |
| v) Role of beasts and animals | e) Historical social media |

Q2) Write short note (any 2) : [10]

- a) Person oriented components in service marketing.
- b) Characteristics of message.
- c) Social media marketing - A Profession.
- d) Process of marketing control.

Q3) a) Explain the 7 Ps concept of service marketing. [8]

b) Which elements are used for setting of advertisement? Explain in detail. [7]

Q4) a) Explain the importance of social media in detail. [8]

b) Explain the process of marketing audit. [7]



- ब) जोड्या जुळवा. [5]
- | | |
|------------------------------------|-----------------------------|
| i) ब्यूटी पार्लर व जीम सेवा | अ) सामाजिक माध्यमे |
| ii) मध्यवर्ती आकर्षन, स्थिरता | ब) विपणन नियंत्रण तंत्रे |
| iii) ट्विटर, इन्स्टाग्राम | क) व्यक्तिनिष्ठ घटक |
| iv) गुणोत्तर व बाजारमुल्य विश्लेषण | ड) आकृतीविषयक घटक |
| v) पशुपक्षी व प्राण्यांची भूमिका | इ) ऐतिहासिक सामाजिक माध्यमे |

प्र.2) टिपा लिहा. (कोणत्याही दोन) [10]

- अ) सेवा विपणनातील व्यक्तिनिष्ठ घटक.
ब) संदेशाची वैशिष्ट्ये.
क) सामाजिक माध्यम विपणन- एक पेशा.
ड) विपणन नियंत्रण प्रक्रिया.

प्र.3) अ) सेवा विपणनातील 7 Ps संकल्पनेतील घटक स्पष्ट करा. [8]

- ब) आकर्षक जाहिरात मांडणीसाठी कोणते घटक विचारात घ्यावे लागतात? याचे सविस्तर विवेचन करा. [7]

प्र.4) अ) सामाजिक माध्यमांचे महत्त्व सविस्तर स्पष्ट करा. [8]

- ब) विपणन अंकेक्षण प्रक्रिया स्पष्ट करा. [7]

