

Total No. of Questions : 4]

SEAT No. :

PA-1880

[Total No. of Pages : 4

[5952]-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 side indicate full marks.*

Q1) A) Fill in the blanks (Any 5): **[5]**

- i) _____ objective of marketing control is to observe progress as per decided planning.
 - a) Primary
 - b) Secondary
 - c) Final
 - d) Interium
- ii) Marketing audit is done by _____.
 - a) Business Auditor
 - b) Marketing Auditor
 - c) Account department
 - d) Manager
- iii) As per 7 ps the process of which transfer raw material into finished good is called as _____.
 - a) Product
 - b) Price
 - c) Place
 - d) Direct supply
- iv) It is important that the ____ component be attractive for advertising to be perfect.
 - a) Design
 - b) Advertising media
 - c) Printing
 - d) Trademark
- v) _____ is an effective media in modern marketing.
 - a) Advertising on television
 - b) Direct selling
 - c) Social media marketing
 - d) Radio Advertising
- vi) In service marketing Hotel, cinemahall, Bank, Insurance, Travel, Gym etc are parts of _____ elements.
 - a) Product oriented components
 - b) Person oriented components
 - c) Quality oriented components
 - d) Industry group components

P.T.O.

B) Match the following: [5]

- | | |
|-------------------------------------|------------------------------------|
| i) Legal and medical services | a) Social Media |
| ii) Rythm, music colour combination | b) Techniques of marketing control |
| iii) Facebook, Whatsup | c) Quality oriented components |
| iv) Swoc & variance analysis | d) Principles of Design |
| v) Sermons & prayers | e) Historical social media |

Q2) Write short note (any two) [10]

- a) Product oriented components in service marketing.
- b) Characteristics of television advertisement.
- c) Features of social media marketing
- d) objectives of marketing audit

Q3) a) Explain the features of service marketing in detail. [8]

b) Explain the principles of design in detail. [7]

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

b) Define marketing audit and explain it's objectives. [7]



ब) जोड्या जुळवा :

[5]

‘अ’ गट

‘ब’ गट

- i) कायदेशिर व वैद्यकीय सेवा
- ii) ध्वनी, संगीत, रंगसंगती
- iii) फेसबुक, व्हॉटसअप
- iv) स्वाॅक व संबंध विश्लेषण
- v) किर्तन प्रवचन

- अ) सामाजिक माध्यमे
- ब) ऐतिहासिक सामाजिक माध्यमे
- क) गुणवत्ता व कौशल्य विषयक घटक
- ड) आकृती विषयक तत्त्वे
- इ) विपणन नियंत्रण तंत्रे

प्र.2) टिपा लिहा. (कोणत्याही दोन)

[10]

- अ) सेवा विपणनातील वस्तुनिष्ठ घटक
- ब) दुरदर्शनवरील जाहिरातीची वैशिष्ट्ये
- क) विपणनाच्या सामाजिक माध्यमांची वैशिष्ट्ये
- ड) विपणन अंकेक्षणाची उद्दीष्ट्ये

प्र.3) अ) सेवा विपणनाची वैशिष्ट्ये सविस्तर स्पष्ट करा.

[8]

ब) आकृतीविषयक तत्त्वे सविस्तर स्पष्ट करा.

[7]

प्र.4) अ) विपणन विषयक सामाजिक माध्यमे सविस्तर लिहा.

[8]

ब) विपणन अंकेक्षण व्याख्या सांगून त्याची उद्दीष्ट्ये स्पष्ट करा.

[7]

