

M.B.A. (C.B.C.S. & Old Pattern) Sem-I
C13 / PCB1C03 - Foundation Course in Marketing & Sales Management

P. Pages : 1

Time : Three Hours



GUG/S/19/10676

Max. Marks : 70

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- Notes : 1. Attempt **any five** questions
2. All questions carry equal marks.

1. "Marketing functions represent the functional approach of marketing". Explain. 14
2. Discuss the role of logistics and supply chain management in marketing process. 14
3. Explain in detail 7P's of Marketing giving suitable examples. 14
4. Describe new product development process in detail. 14
5. What is mean by Marketing communication? Explain communication process. 14
6. Explain meaning and scope of Sales management. Also discuss importance of sales Research and sales forecasting in sales management. 14
7. Discuss the qualities of a successful sales man with the help of suitable examples. Also importance of sales organization. 14
8. Describe various factors are considered while designing sales target and territory distribution programmes. 14
9. What are the methods of sales control and motivating sales force? 14
10. Write a note on **any two**. 14
 - a) Personal selling.
 - b) Managing Advertising.
 - c) Warehousing & storage.
 - d) Market segmentation.
