

Total No. of Questions : 5]

SEAT No. :

P960

[Total No. of Pages : 3

[4863] - 1014

F.Y. B.Com.

MARKETING & SALESMANSHIP

Fundamentals of Marketing

(2013 Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) What is marketing? Describe briefly functions of marketing. **[16]**

Q2) Explain in detail various factors of marketing environment. **[16]**

OR

Explain the factors determining buyers behaviour.

Q3) a) State the various pricing methods. **[8]**

b) State the various types of marketing channels. **[8]**

OR

a) What are the factors affecting market promotion mix? **[8]**

b) Describe briefly the classification of services. **[8]**

Q4) Explain in detail various types of advertising media. **[16]**

Q5) Write notes - (Any two) **[16]**

- a) Importance of Rural Marketing
- b) Supply chain management
- c) Product life cycle
- d) Features of Rural Marketing.

