

Total No. of Questions : 4]

SEAT No. :

P3357

[Total No. of Pages : 3

[4864] - 1010
M.Com. (Semester - I)
ADVANCED MARKETING
Marketing Techniques (Group - H)
(2013 Pattern) (Credit System) (Special Paper - I)

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Define 'marketing organisation'? Explain scope, importance & types of 'marketing organisation'. **[14]**

OR

What is meant by 'Price mix'? State need and objectives of price mix. **[14]**

Q2) Define the term sales promotion. State methods and techniques of sales promotion. **[14]**

OR

What are the factors to be considered while selecting the channel of distribution by the company. **[14]**

Q3) a) State objectives of sales forecasting. **[7]**
b) State importance of sales budgeting. **[7]**

OR

a) Explain the various factors to be considered for the preparation of Advertising Budget. **[7]**
b) Explain the role of Sales manager. **[7]**

Q4) Write short notes : (Any Two) **[8]**

- a) Methods of pricing.
- b) Managing the product in product life style.
- c) Types of New products.
- d) Techniques of marketing control.



P.T.O.