

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 2657

609

Unique Paper Code : 61018408

Name of the Paper : Marketing and Personal Selling

Name of the Course : **B.Voc. (Banking & Insurance) (GEC-4.2)**

Semester : IV

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Read all the questions carefully.
3. Attempt any 5 questions out of 7 questions given below.

1. (a) What is Marketing Environment? Explain Micro Environmental Factors. (8)

(b) Briefly discuss the factors influencing choice of channel of distribution. (7)

2. (a) Define Consumer Buying Behaviour. Explain Consumer Buying Process. (7)

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- (b) Explain different pricing methods generally employed by the marketers. (8)
3. (a) Briefly explain the steps involved in development of a new product. (8)
- (b) Define market segmentation. Why is important to segment the markets? (7)
4. (a) Explain various tools of promotion. (8)
- (b) Explain the stages in personal selling process. (7)
5. (a) Explain the importance of Branding, Packaging and Labeling of a product. (8)
- (b) Discuss the characteristics of a salesman to make personal selling more effective. (7)
6. (a) Explain the various factors that influence consumer buying decision. (8)
- (b) Discuss the Myths of Selling in detail. (7)
7. Write short notes on the following – **(Any two)**
- (i) AIDAS model
- (ii) Types of Distribution channel
- (iii) Importance of after sale services (15)