

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5913
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) Explain the various stages involved in the new product development process with suitable examples.
(b) Define the term Market Segmentation. What are the bases of market segmentation? (8+7)
 2. (a) "Marketing environment comprises all those factors which have an impact on market and marketing efforts of an enterprise." Comment on it with the help of suitable examples.
b) Distinguish between Personal Selling and Advertising. (10+5)
 3. (a) What is packaging? Explain its requirement and the five key functions of packaging with examples and the hazards involved if any.
(b) Distinguish between Consumer goods and Industrial goods. (9+6)
 4. (a) Discuss the characteristics of a salesman to make personal selling more effective.
(b) "Channels of distribution used are different for different products." Explain and state the reasons for it. (8+7)
 5. (a) What is Promotion Mix? What are the factors that a marketer should keep in mind while taking promotion mix decisions? Explain.

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- (b) Differentiate between Marketing Mix and Promotion Mix. (10+5)
6. (a) Explain the AIDAS theory of selling.
(b) Define the term Consumer Behaviour. Explain in detail consumer buying decision process. (6+9)
7. Write short notes on **any three** of the following :
(a). Branding
(b). Direct Marketing
(c). Functions of wholesalers
(d). Positioning (3X5)