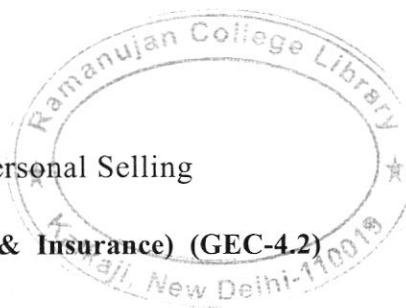


[This question paper contains 2 printed pages.]

Your Roll No.....

**Sr. No. of Question Paper** : **6877**  
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. The paper has **two Sections**.
3. All questions in '**Section A**' are compulsory.
4. Attempt any five questions from '**Section B**'.
5. Parts of a question must be answered together.

**SECTION A**

- |       |  |     |
|-------|--|-----|
| 1 (i) | State 3 differences between Dual pricing and Psychological Pricing.  | 3   |
| (ii)  | Define the term Holistic Marketing.  | 3   |
| (iii) | Briefly explain Integrated Marketing Communication.  | 3   |
| (iv)  | What do you understand by the term Branding? State six qualities of a good brand name.   | 1+3 |
| (v)   | “Packaging acts as a silent salesperson.” Do you agree? Comment and explain various level of packaging.  | 1+3 |
| (vi)  | “Modern Marketing is consumer and society driven.” Comment and bring out differences between marketing and selling.  | 4   |
| (vii) | Personal Selling involves winning the buyer’s confidence for seller’s house. Comment and explain at least four importance each of salesmanship from the viewpoint of the seller and the buyer. | 2+2 |

P.T.O.

**SECTION B**

- |   |     |  |     |
|---|-----|--|-----|
| 2 | (a) | What are different types of Channels of Distribution? What is the importance (at least three) of distribution channels in taking marketing decisions?  | 4+3 |
|   | (b) | Briefly discuss different stages through which a consumer goes through while buying a consumer durable product.  | 3   |
| 3 | (a) | What do you mean by Promotion Mix? Suggest suitable media for advertising: (i) Truck Tyres, (ii) Tourism, (iii) Children Toys, (iv) Polio Campaign, (v) Web Series. Explain the reason for your selection. | 2+5 |
|   | (b) | Market Segmentation and Product Positioning are the foundations of sound market planning. Comment.   | 3   |
| 4 | (a) | What are the various career opportunities in selling? How can selling be made an attractive career option?   | 3+3 |
|   | (b) | State three distinction between demographic and geographic segmentation with examples.   | 4   |
| 5 | (a) | Explain the concept of Product Life Cycle with the help of a diagram. Why do product fail during the initial stage?  | 5   |
|   | (b) | Discuss the significance of Personal Selling. How is it different from Advertising?  | 2+3 |
| 6 |     | What do you mean by New Product Development? What are the stages in the process of developing a new product? Explain.  | 2+8 |
| 7 |     | What are the components of Marketing Mix of a business concern? Why is it important to have a right marketing mix?   | 10  |
| 8 |     | “Sales Promotion acts as a bridge between advertising and personal selling.” Comment. Briefly discuss the benefits and limitations of sales promotion.   | 4+6 |