

Total No. of Questions : 5]

SEAT No. :

P-364

[Total No. of Pages : 2

[4763] - 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) Explain the factors determining buyers Behaviour. **[16]**

Q2) Describe briefly the classification of market. **[16]**

OR

State the factors of marketing environment.

Q3) a) Explain product life cycle. **[8]**

b) Explain the objectives of logistics management. **[8]**

OR

a) Explain the significance of market promotion mix.

b) State the significance of services in marketing

Q4) State the problems and challenges of rural market. **[16]**

Q5) Write notes. (Any Two) **[16]**

- a)** Scope of service marketing.
- b)** Importance of rural marketing.
- c)** Types of marketing channels.
- d)** Pricing methods.

P.T.O.

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Mark Steyvers



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