

Total No. of Questions : 5]

SEAT No. :

P-364

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[4763] - 1014

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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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