

Seat No.	
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Total No. of Questions : 5]

[Total No. of Printed Pages : 2

**[4369]-116**

**F. Y. B. Com. Examination - 2013**

**MARKETING AND SALESMANSHIP**

(New 2008 Pattern)

**Time : 3 Hours]**

**[Max. Marks : 80**

**Instructions :**

- (1) *All questions are compulsory.*
- (2) *Figures to the right indicate full marks.*

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**Q.1) What is Marketing Mix ? Explain different elements of Marketing Mix. [16]**

**Q.2) Explain the major factors which you will take in to account while Pricing a Product. [16]**

**OR**

**Q.2) Explain various functions of Marketing. [16]**

**Q.3) (A) What is Marketing Research ? Explain its objectives. [08]**

**(B) State in brief various Advertising Media. [08]**

**OR**

**Q.3) (A) State merits and demerits of Personal Selling. [08]**

**(B) Describe various benefits of Market Segmentation to Consumers and Marketing Organisation. [08]**

**Q.4) Explain the steps in Process of Selling. [16]**

**Q.5) Write notes : (Any Two)**

**[16]**

- (a) Pricing Methods
  - (b) E-marketing
  - (c) Recent Trends in Modern Advertising
  - (d) Types of Packaging
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