

D.B.M. (with Credits)-Regular-2012-13 & Onwards D.B.M.
DBM-03 - Marketing & Sales Management Paper-III

P. Pages : 1

Time : Three Hours



GUG/W/16/5185

Max. Marks : 80

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- Notes : 1. Attempt **any four** questions.
2. All questions carry equal marks.

1. Write the concept of marketing management. Discuss the feature of modern marketing. **20**
2. What is product planning? Describe product mix and product line in detail. **20**
3. What is marketing segmentation? Discuss the characteristics of sound marketing segmentation. **20**
4. Discuss the problems and prospects in marketing of industrial products. **20**
5. What is sales forecasting? Discuss the methods of sales forecasting. **20**
6. Discuss the process of recruiting and selection of sales people. **20**
7. Write the benefits of Direct & online marketing. **20**
8. Write short notes on **any two**. **20**
 - a) Challenges of online marketing.
 - b) Segmentation and marketing strategy.
 - c) Marketing Mix
 - d) Service marketing.
