Total No. of Questions : 5]

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### MARKETING & SALESMANSHIP

## Fundamentals of Marketing

(2013 Pattern)

Time: 3 Hours]			[Max. Marks:80
Instr	weti	ons to the candidates:  1) All questions are compulsory.	
		2) Figures to the right indicate full marks.	
QI)		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.  OR	[8]
	a) b)	Explain the significance of market promotion mix. State the significance of services in marketing	
Q4)	Star	te the problems and challenges of rural market.	[16]
Q5)	Wri	ite 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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