

**2019**

**MBA**

**2<sup>nd</sup> Semester Examination**

**Fundamentals of Marketing & Selling (under CBCS)**

**PAPER – MBA-204**

**Full Marks : 50**

**Time : 2 Hours**

The figures in the right-hand margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

Illustrate the answers wherever necessary.

**(Turn Over)**

**Group – A**Answer any **FOUR** questions

2 X 4

1. What do you mean by term 'Marketing'?
2. What do you mean by 'S-curve' in marketing?
3. What are the 4Ps in Marketing?
4. What is odd pricing?
5. Define Sales Management.
6. Mention the Primary goals of Sales Management.
7. What do you mean by prospecting?
8. What is meant by Missionary Sales Person?

**Group – B**Answer any **FOUR** questions

4 X 4

9. What is core marketing concept? Discuss briefly the various components of core marketing.
10. What do you mean by product modification? Discuss briefly with suitable example.
11. Explain with suitable example the role of new generation technology in marketing.
12. Schematically explain the growth-slow maturity pattern of PLC with suitable example.
13. Discuss in brief the processes of Personal Selling.
14. Write down the types of Sales Representatives.
15. Explain in brief the common steps involved in recruitment process.

16. Mention the factors responsible for the success of training programme in an organization.

**Group - C**

Answer any **TWO** questions 8 X 2

17. What do you mean by customer value?  
Schematically explain the Michael Porter's value chain model for creating customer value.
18. Explain the concept of marketing mix taking an example each from product and services marketing firm.
19. Discuss the career opportunities in Sales Management.
20. Explain the qualities to become a Sales Manager.

**( Internal Assessment : 10 marks )**