



Progressive Education Society's
Modern College of Arts, Science & Commerce Ganeshkhind, Pune – 16
(Autonomous)
End Semester Examination: March/April 2025
Faculty: Commerce

Program: B.Com. (Autonomous)
Program (Specific): Business Practices
Class: TY B.com
Name of the Course: Advance Studies of Marketing Management
Course Code: 24-COB365(d)
Paper: II

Semester: VI

SET: A
Course Type: Major
Max. Marks: 50
Time: 2½ Hours

Important Instructions:

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

Q.1 Write Short Notes (Attempt any 4)

(4X5=20)

1. Types of NPO NPO चे प्रकार
2. Objectives of Trademark act 1999 ट्रेडमार्क कायदा 1999 चे उद्दिष्टे
3. Type of agricultural products कृषी उत्पादनांचे प्रकार
4. Elements of global marketing जागतिक विपणन घटक
5. Features of Patent Act 2005 पेटंट कायदा 2005 ची वैशिष्ट्ये
6. Remedies of problems of Agriculture Marketing कृषी विपणनाच्या समस्यांवर उपाय

Q.2 Answer the following in 200 words (Attempt any 3)

(3X10=30)

1. What is agriculture marketing? Describe the problems of agriculture marketing
कृषी विपणन म्हणजे काय? कृषी विपणनाच्या समस्यांचे वर्णन करा
2. Discuss the Advantages and challenges of Non-Profit Organization
ना-नफा संस्थेचे फायदे आणि आव्हाने यांची चर्चा करा
3. What is Global Marketing? Explain the challenges of global marketing
जागतिक विपणन म्हणजे काय? जागतिक विपणनाची आव्हाने स्पष्ट करा
4. Explain the features and importance of Consumer Protection Act 1986
ग्राहक संरक्षण कायद्याची वैशिष्ट्ये आणि महत्त्व स्पष्ट करा
