



Total No. of Questions: 3

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FIRST YEAR (B. Com)
COURSE CODE: COB12101B
COURSE NAME: Marketing & Salesmanship (Semester II)

Program: B. Com (NEP II)
Program Specific: Business Practices
Course Type: Major
Paper:

Credits: 4
Time: 2^{1/2} Hours
Max. Marks: 60
SET: A

Instructions to the candidate:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.
- 3) Draw a well labelled diagram wherever necessary.

Q1) Define ANY FIVE of the following:

[5 X 2 = 10]

- a) Salesmanship विक्रयकला
- b) Promotion प्रचार
- c) Prospecting पूर्वक्षण
- d) Demonstration प्रात्यक्षिक
- e) Sales Promotion विक्रीप्रचार
- f) Advertising जाहिरात
- g) Publicity प्रसिद्धी

Q2) Answer the following in 200 words (Attempt Any 3)

[3 X 10 = 30]

- a) State various types of Channel of distribution वितरणाचे विविध प्रकार सांगा
- b) Explain the qualities required in salesman विक्रयकर्तामध्ये आवश्यक असलेले गुण स्पष्ट करा
- c) Explain methods of sales promotion विक्री प्रोत्साहन पद्धती स्पष्ट करा
- d) Describe the methods of Approaching prospects प्रॉस्पेक्ट्सकडे जाण्याच्या पद्धतींचे वर्णन करा
- e) Discuss closing of sales stage of the process of selling विक्री प्रक्रियेच्या विक्रीच्या समाप्ती टप्प्याची चर्चा करा

Q3) Write short note (Attempt Any 4)

[4X 5 = 20]

- a) Types of Agents दलालांचे प्रकार
- b) Presentation & Demonstration सादरीकरण आणि प्रात्यक्षिक
- c) Elements of Promotion Mix प्रचाराची घटक
- d) Features of Modern Salesmanship आधुनिक विक्रयकलेची वैशिष्ट्ये
- e) AIDCA process of selling AIDCA विक्री प्रक्रिया
