

Total No. of Questions : 5]

SEAT No. :

P-364

[Total No. of Pages : 2

[4763] - 1014

F.Y.B.Com.

MARKETING & SALESMANSHIP

Fundamentals of Marketing

(2013 Pattern)

Time : 3 Hours]

[Max. Marks :80

Instructions to the candidates:

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

Q1) 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. [8]

OR

a) Explain the significance of market promotion mix.

b) State the significance of services in marketing

Q4) State the problems and challenges of rural market. [16]

Q5) Write 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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Fybcom Paper Pattern2014 Book Review: Unveiling the Magic of Language

In a digital era where connections and knowledge reign supreme, the enchanting power of language has be more apparent than ever. Its capability to stir emotions, provoke thought, and instigate transformation is truly remarkable. This extraordinary book, aptly titled "**Fybcom Paper Pattern2014**," published by a very acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound effect on our existence. Throughout this critique, we shall delve in to the book is central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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