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School of Finance and Commerce**Master of Business Administration in Financial Management****Mid Term Examination - May 2024****Duration : 90 Minutes****Max Marks : 50****Sem II - H1PE204T - Marketing Management**General Instructions*Answer to the specific question asked**Draw neat, labelled diagrams wherever necessary**Approved data hand books are allowed subject to verification by the Invigilator*

- 1) Explain personal selling. K2 (2)
- 2) Describe production concept. K1 (3)
- 3) Differentiate between product concept and selling concept. K2 (4)
- 4) Explain features of personal selling. K2 (6)
- 5) Illustrate objectives of personal selling. K3 (6)
- 6) Explain modern era of marketing practices today. With examples K3 (9)
- 7) Discuss objectives of Marketing. K4 (8)

- 8) Classify advantages and disadvantages of sales promotion. K4 (12)

OR

Examine challenges faced by companies today to penetrate rural markets in India. K4 (12)