

Total No. of Questions : 5]

SEAT No. :

P-364

[Total No. of Pages : 2

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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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**Rosina Ehmman**



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## **Table of Contents Fy Bcom Paper Patten 2014**

1. Understanding the eBook Fy Bcom Paper Patten 2014
  - The Rise of Digital Reading Fy Bcom Paper Patten 2014
  - Advantages of eBooks Over Traditional Books
2. Identifying Fy Bcom Paper Patten 2014
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Fy Bcom Paper Patten 2014
  - User-Friendly Interface
4. Exploring eBook Recommendations from Fy Bcom Paper Patten 2014
  - Personalized Recommendations
  - Fy Bcom Paper Patten 2014 User Reviews and Ratings
  - Fy Bcom Paper Patten 2014 and Bestseller Lists
5. Accessing Fy Bcom Paper Patten 2014 Free and Paid eBooks
  - Fy Bcom Paper Patten 2014 Public Domain eBooks
  - Fy Bcom Paper Patten 2014 eBook Subscription Services
  - Fy Bcom Paper Patten 2014 Budget-Friendly Options

6. Navigating Fy Bcom Paper Patten 2014 eBook Formats
  - ePub, PDF, MOBI, and More
  - Fy Bcom Paper Patten 2014 Compatibility with Devices
  - Fy Bcom Paper Patten 2014 Enhanced eBook Features
7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Fy Bcom Paper Patten 2014
  - Highlighting and Note-Taking Fy Bcom Paper Patten 2014
  - Interactive Elements Fy Bcom Paper Patten 2014
8. Staying Engaged with Fy Bcom Paper Patten 2014
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Fy Bcom Paper Patten 2014
9. Balancing eBooks and Physical Books Fy Bcom Paper Patten 2014
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Fy Bcom Paper Patten 2014
10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
11. Cultivating a Reading Routine Fy Bcom Paper Patten 2014
  - Setting Reading Goals Fy Bcom Paper Patten 2014
  - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Fy Bcom Paper Patten 2014
  - Fact-Checking eBook Content of Fy Bcom Paper Patten 2014
  - Distinguishing Credible Sources
13. Promoting Lifelong Learning
  - Utilizing eBooks for Skill Development
  - Exploring Educational eBooks
14. Embracing eBook Trends
  - Integration of Multimedia Elements

- Interactive and Gamified eBooks

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