



PQ108M I-6

F.Y Smart  
SCM & Intro to Mktg  
8/10/16

Time: 2 1/2 Hours

Maximum Marks: 75 Marks

**NOTES:**

- 1. All Questions are compulsory.
- 2. Figures to right indicate full marks.
- 3. Draw neat figures wherever necessary.

**Q1. Explain Following (Any 5) (15)**

- 1. Production Concept
- 2. Market Segmentation
- 3. Introduction Stage
- 4. Feedback in Communication
- 5. Principle of Specialization
- 6. Advantages of Straight Salary
- 7. Advantages of Combination Plan

**Q2. Case Study (15)**

Design Marketing Mix for following products. (Make & Specify your assumptions)

**Questions:**

- a. Ayurveda Soap
- b. Packaged Drinking Water
- c. Mobile Phone

**Q3. Answer the following (Either a & b OR c & d)**

- d. Define Marketing. Explain in detail steps in marketing process. (7)
- e. Explain the meaning of Product Life Cycle. What challenges the Marketing Manager has to face in introducing any new consumer product? (8)

OR

- f. What is Product Pricing? What are the objectives of pricing? (7)
- g. Explain in detail steps in channel design. (8)

**Q4. Answer the following (Either a & b OR c & d)**

- a. What is a Sales Organization? What are types of Sales Organization? (7)
- What are factors affecting structure of sales organization? (8)
- b. What are principles of sales organization? (8)

OR

- c. What is Sales Force Compensation? What are factors considers for defining effective compensation plan? (5)
- d. "Sales Manager is Pivotal Member in Sales Organization." Do you agree? Explain why? (10)

**Q5. Write Short Notes (Any 3) (15)**

- 1. Price
- 2. Communication Process
- 3. Sales Organization
- 4. Sales Manager functions
- 5. Straight Commission