

Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science & Commerce
Baramati– 413 102, (Dist. - Pune) (Autonomous)

Class – F.Y. B.Com

Question Bank

Subject- Marketing & Salesmanship Sem. II

Paper Code- COMMS1106B

Q. 1) Fill in the blanks.

1. Promotion mix includes Sales Promotion, Personal Selling, Advertising and
2. Trade Promotion and ----- are the forms of sales promotion.
3. media can give 24 hours advertising to the public.
4. Advertisement is a type of marketing.
5. year FM radio started.
6. is an example of Audio visual adds.
7. In the year television advertisement started.
8. A --- is an economic activity that one party can offer to another that is intangible and does not result in the ownership.
9. Every sale of product usually includes ----- too.
10. Services are most ----- than anything even food items.
11. Services classified on ----- & ----- .
12. ----- Marketing represented activity of attracting and serving rural market.
13. ----- marketing concern with the flow of goods and services from urban to rural area.
14. create place utility and time utility
15. Distribution channels create..... & Utility.
16. A channel of distribution is also known as Channels.
17. is the term user to described process of packing and delivery of items.
18. is a commercial building for a storage of goods.
19. is the management of flow of resources between the point of origin to the point of consumption.

Q2) Whether the following statement are True or False

1. The four elements of promotion are advertising, public relations, personal selling and sales promotion.

2. Radio is a mass medium.
3. Personal selling and advertising are both forms of sales promotion.
4. Advertising, Displays, public relation, and sales promotion are considered 4 parts of sales promotion.
5. Services are intangible.
6. Rural marketing is related with urban markets.
7. Over the years rural India has been an impressive growth.
8. There is a cut-throat competition in urban market.
9. Agriculture Income has no tax.
10. Rural marketing does not need personal selling efforts.
11. Services include all physical products.
12. Services are of perishable nature.
13. Supply of services are invisible nature.
14. services are separable from individuals.
15. Banks and financial institutions provide financial services to the society.

Q.3) Answer in one sentence.

1. What is 'Advertising'?
2. What is meant by 'Sales Promotion'?
3. State the meaning of 'Coupon'?
4. What is 'Personal Selling'?
5. What do you understand by 'Advertising Campaign'?
6. Write the meaning of 'Advertising Media'.
7. Define Rural marketing.
8. Define service marketing.
9. State any 2 features of rural marketing.
10. Define 'services'.
11. State any 2 features of service marketing
12. What are the classification of services ?
13. What are the examples of entertainment services?
14. Give examples of Industrial services.

15. What do you mean by logistic?
16. What do you mean by warehousing?
17. What do you mean by inventory?
18. Define channels of distribution?
19. State the features of rural marketing.
20. State the importance of rural marketing.

Q.4. Short Answer Questions

1. Write the factors affecting promotion mix.
2. Explain the importance of sales promotion.
3. Write the objectives of advertising.
4. Explain personal selling.
5. Write the scope of promotion mix.
6. State the advantages & disadvantages of internet advertising media.
7. State the features of rural marketing.
8. State the importance of rural marketing.
9. What are the features of service marketing?
10. State the importance of service marketing.
11. Explain the features of rural marketing.
12. Explain the concept of rural marketing.
13. Which services included in consumer services ?
14. Explain consumer service in short.
15. How you use facebook for marketing?
16. How you use LinkedIn for marketing?

Q. 5) Write Short Note:

1. Objectives of Promotion Mix
2. Press Advertising
3. Importance of Promotion Mix
4. Internet Advertisement
5. Rural Marketing
6. Service Marketing
7. Sales promotion

8. Personal selling
9. Digital Marketing
10. MIS
11. Rural Marketing
12. Service Marketing
13. Internet Advertising
14. Consumer Services
14. Inventory
15. Advertising
16. Distribution Channel
17. Logistic
18. Industrial Services
19. Classification of Services
20. Consumer Services
21. Web Marketing
22. Social Media marketing
23. E-mail marketing

Q. 6) Long Answer Questions

1. Explain in details methods of Sales Promotion.
2. What is Advertisement Media? Explain in detail Media of Advertising.
3. Design a sales promotional campaign for a home appliance.
4. Define Advertising. Explain its role in marketing process?
5. Explain in detail the classification of services.
6. Explain in details of distribution Channels, Scope and importance
7. Review the present scenario of rural marketing.
8. How social media help for marketing business?
