



ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

Q.2. Give short answers of the following: (10x2=20)

- I. What is Marketing Segmentation?
- II. Define Sales promotion.
- III. Define Prospecting.
- IV. What is B2B selling?
- V. What is Pull Strategy?
- VI. Define Sales forecasting.
- VII. What are Sales Channels?
- VIII. What is Product Life-cycle?
- IX. Who are Order takers?
- X. What is Intensive-Selling?

Q.3. Answers the following questions. (3x10=30)

1. Discuss the importance of personal Selling. Under what situations it is more desirable?
2. Discuss Market Segmentation and Targeting
3. Discuss the various Behavioral Forces in Selling.