



Q.No.1: Give the short answers of the following questions:

(6×5=30)

- I. Discuss the nature and role of selling.
- II. What is the difference between marketing and sales concept?
- III. Discuss relationship management.
- IV. Explain types of production.
- V. Write a detailed note on direct marketing.
- VI. Discuss the importance of selection of sales force.

Q.No.2: Write a detailed note on planning process.

(10)

Q.No.3: Explain consumer decision making process. How they buy and factors that influence them. (10)

Q.No.4: Define the concept personal selling, discuss in detail personal selling process.

(10)