

BharatiVidyapeeth
(Deemed to be University), Pune
School of Distance Education

Assignment No:-	2	Name of the Assignment Setter:-		Mr. SACHIN S. SHINDE	
Course:-	CBCS 2019	Class:-	S.Y. B.COM	Semester:-	IV

Subject:-	Marketing IV(C431)
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Q1) Attempt ANY ONE of the Following (1000 Words)(10)

- A. Explain the types and structure of selling organization
- B. Discuss the meaning, necessity and methods of motivation

Q2) Attempt ANY TWO of the Following (800 Words) (10)

- A. What are the importance and objectives of Training ?
- B. Discuss the qualities and functions of sales manager
- C. What are the personality traits of salesman
- D. Explain the objectives and importance of selling organization

Q3) Write Short Notes on (ANY TWO). (10)

- A. Sources of information
- B. Financial and non-financial incentives
- C. Sources of selection
- D. Methods of packaging