The question paper pattern in general is as follows:

### Instructions to the Candidates:

1. *All Questions are compulsory.*
2. *Figures to the Right indicate full marks.*
3. 

<table>
<thead>
<tr>
<th>Question</th>
<th>Type</th>
<th>Marks</th>
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<tbody>
<tr>
<td>Q 1)</td>
<td>Broad/ Descriptive (Compulsory)</td>
<td>16</td>
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<td>Q 2)</td>
<td>Broad/ Descriptive Question</td>
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<td>Broad/ Descriptive Question</td>
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<td>Q 3. (A)</td>
<td>Write Short Answers</td>
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<tr>
<td>(B)</td>
<td>Write Short Answers</td>
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<td>Write Short Answers</td>
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<td>Write Short Answers</td>
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<tr>
<td>Q 4)</td>
<td>Broad/ Descriptive (Compulsory)</td>
<td>16</td>
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<td>Q 5)</td>
<td>Write Short notes (Any Two out of Four)</td>
<td>16</td>
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University Question Wise Question Bank

Question bank is a valuable asset for any students preparing for all types of an examination. Questions from the previous year’s examinations are usually used for written examination practice. Understanding of Previous question papers of the examination helps to students will understand which concept and topic is important for the Examination. The below questions bank will be useful to understand previous years question papers for exam preparation. Following are the Question wise questions asked in the previous examinations of the T.Y.B.com subject of Marketing Management Paper-II.

A. Following Broad/ Descriptive questions are carry 16 Marks each

1. Explain the social responsibilities of Marketing Manager.
2. What is a 'Sales Budget'? Explain the advantages and limitations of 'Sales Budget'.
3. Explain the impact of Marketing on Society and Business.
4. What are the different challenges in International Marketing?
5. Define the term 'Marketing Strategy'. Explain the competitive strategy in global environment.
6. Explain in detail the criticism on Marketing.
7. What are the various Principles of marketing organisations?
8. Define the term 'Marketing Planning'. Describe the process of preparing' Marketing Plan'.
9. What is a 'Marketing Strategy'? Explain nature and significance of 'Marketing Strategy.'
10. Define the term Marketing Organisation. Explain the principles of Marketing Organisation.
11. What are challenges and problems in International Marketing?
12. Explain the impact of globalisation on Marketing.
13. Explain the features and types of ‘Agricultural Products’.
14. What do you mean by 'International Marketing”? Which are the problems and challenges of International Marketing?
16. Explain the recent trends in 'Social Marketing'.

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17. What do you mean by 'International Marketing'? Explain the difference between International marketing and Domestic Marketing.

18. Explain the importance of Marketing Regulations.

19. What are different challenges in International Marketing.

**B. Following Short Answers questions are carry 8 Marks each**

1. What are the types of Marketing Organisations?

2. Explain the problems of International Marketing.

3. Explain the different types of sales Forecasting techniques.

4. What are the various defects of Agricultural Marketing?

5. What are the factors affecting 'Marketing organisation'?

6. Write a note on types of Agricultural products.

7. Explain the need for International Marketing.

8. Write a note on Trade Marks Act 1999.

9. Explain the different modes of entry in international market.

10. What is impact of marketing on society?

11. Write a note on changing role of marketing organisation.

12. Explain the different types of sales forecasting technique.

13. Explain the difference between 'Manufactured Goods Marketing' and 'Agriculture Goods Marketing'.

14. Explain the scope of 'International Marketing'.

15. Explain the difference between 'International Marketing' and 'Domestic Marketing'.

16. Write a short on features of Agricultural product.

17. What are the types of Marketing Organisation?

18. Write a note on types of Agricultural product.

19. Explain the importance of International Marketing.


21. Give the essentials of an effective 'Marketing Organisation'.

22. Describe elements of 'Marketing Plan'.

23. Explain the social criticism of Marketing.

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24. What is 'Bench Marking' and explain its advantages.
25. What are the factors affecting 'Marketing Organisations'.
26. What are the features of 'Social Marketing'.
27. What do you mean by 'Marketing Intelligence System'.

C. Short Notes are carry 8 Marks each
2. Importance of Marketing Regulation.
3. Scope of International Marketing.
4. Agricultural Marketing.
5. International Marketing and Domestic Marketing.
9. Distinction between manufacturer goods marketing and agricultural goods marketing.
10. Impact of Globalisation on marketing
11. Types of Agri-products
12. Competition Act-2002
13. Modes of entry in International Market.
15. Recent trends in Social Marketing.
16. Importance of sales Budget.
17. Bench Marking