

Attempt any two questions out of Q.2, Q.3, Q.4 and Q.5.

- 2** What is pricing ? Discuss significance of pricing in today's business scenario. Explain various factors that affect pricing of a product. **14**
- 3** Explain concept, role and types of distribution channels with suitable examples. **14**
- 4** a. Write a note on personal selling. **7**
b. Write a note on traits of a salesman. **7**
- 5** a. Write a note on transportation. **7**
b. Write a note on importance of advertising. **7**
- 6** Write short note on any two : **12**
- a. Any Two Methods of Pricing
 - b. Functions of Wholesalers
 - c. Appeal and Content in advertisements
 - d. Time Utility, Place Utility and Possession Utility in distribution.
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