



Prahladrai Dalmia Lions College of Commerce & Economics
(Government Aided & Affiliated to University of Mumbai & AICTE, New Delhi)
NAAC Re-accredited with 'A' Grade (III Cycle) ISO 21001:2018 Certified
University of Mumbai Recognised Research Centre in Accountancy, Commerce & Business Economics
A Government Approved HQ2thndi Linguistic Minority Institute
54 Years of Sterling Performance in Education

NOTICE

Date: 20/08/26

This is to inform al SYBMS SEM THREE students that the **internal assessment for the course Sales and Distribution Management, Introduction to Marketing (10 marks)** will be on the following criteria:

1. **Mandatory class test for 10 marks**
2. **1 project for 10 marks to be submitted or home assignment**
3. **1 home assignment for 10 marks to be submitted during lecture timings only**
 - a) A google link will be provided to the students to upload their entire project in due course.
4. **. Instructions for Assignments:**
 - a) Students have to be present in person for the submission of their assignment
 - b) Submission of assignment to be done on A4 size ruled paper ONLY. **The entire assessment must be handwritten by the student himself in legible handwriting** and stapled together in a booklet format.
 - c) **The Front page (top right hand side) should contain details:**
Name of the student
Roll no.
Class and Division
Semester
Course (Subject)
Date
Name of the assignment.
 - d) Assignment must be of maximum 5 pages.

5 . **If the student fails to present himself on the given date and time for submission of project and assignment he/she will be Marked ABSENT for the said submission and no further chance will be given.**

Dr. Sailee Shringarpure
BMS Co-ordinator

Ms. Subhashini Naikar
Vice- Principal (SFC)

Prof. (Dr.) Digambar N Ganjewar
Principal

SALES AND DISTRIBUTION MANAGEMENT

Instructions are as follows:-

- # Pages should be punched in file.
- # including cover page & bibliography, total number of pages should be at least 10.
- # It should be handwritten.
- # writing to be done on right side & related pictures, charts to be made on left side.
- # Assignment consists Viva.

Assignment topic for sales & distribution management is " Distribution process/ Logistics of **Company Name ". (*Company name to be selected by students).**

ASSIGNMENT QUESTION

ATTEMPT ANY 10 and answer in detail

Module 1: Introduction to Marketing, Marketing Environment, Research and Consumer Behaviour

- 1. Define marketing. Explain its features, advantages and scope.**
- 2. Explain the 4P's of Marketing and discuss the importance of each element.**
- 3. Explain the 4C's of Marketing. How are the 4C's different from the traditional 4P's?**
- 4. Distinguish between Marketing and Selling on the basis of meaning, objective, approach, focus and customer orientation.**
- 5. Explain the concepts of Needs, Wants and Demands with suitable examples.**
- 6. Explain the concepts of Transaction, Transfer and Exchange in marketing.**
- 7. Explain the different orientations of a firm: Production Concept, Product Concept, Selling Concept and Marketing Concept.**
- 8. Explain Holistic Marketing and discuss its importance in modern business.**
- 9. Explain the Micro Environment of Business with reference to management structure, marketing channels, markets, competitors and stakeholders.**
- 10. Explain the Macro Environment of Marketing. Discuss the various factors of PEST Analysis.**
- 11. Define Marketing Research. Explain its features and importance in the decision-making process.**
- 12. Explain the different types of Marketing Research: Product Research, Sales Research, Consumer/Customer Research and Production Research.**
- 13. What is the Marketing Information System (MIS)? Explain its features and importance.**
- 14. Define Consumer Behaviour. Explain its features and importance to marketers.**
- 15. Discuss the major factors affecting Consumer Behaviour.**

Module 2: Marketing Mix, Segmentation, Targeting, Positioning and Trends in Marketing

- 16. Define Marketing Mix. Explain the various elements of the Marketing Mix.**
- 17. Explain Product Mix and Product Line. Discuss the importance of product planning.**
- 18. Explain the Product Life Cycle (PLC) and describe its different stages.**
- 19. Explain the process of New Product Development. Discuss the major reasons for the failure of new products.**
- 20. Explain Branding, Packing and Packaging. Discuss their role and importance in marketing.**
- 21. Explain Pricing. Discuss the objectives and factors influencing pricing policy.**
- 22. Explain the major Pricing Strategies used by firms with suitable examples.**

23. What is Physical Distribution? Explain the factors affecting channel selection and the different types of marketing channels.

24. Define Promotion. Explain its significance and discuss the major tools of the promotion mix.

25. Explain Market Segmentation, Targeting and Positioning (STP). Also discuss the importance of E-marketing, Internet Marketing, Social Network Marketing, Social Marketing and Relationship Marketing.



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CERTIFICATE

I hereby certify that Mr./Ms. (write your complete name),
student of (write name of your college) studying in (write your class and division) has
completed a project titled (write the name of your
project)
in the area of Fundamentals Accounting for the academic year 2026-2027.

To the best of my knowledge the work of the student is original and the information
included in the project is correct.

FACULTY IN CHARGE
(_____)

Principal
Prof. (Dr.) D. N. Ganjewar