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Questions Answers Q.41. What are the objectives of personal selling? Ans. Personal selling is used to meet the five objectives of promotion in the following ways: 1. Building Product Awareness: A common task of salespeople, especially when selling in business markets, is to educate customers on new product offerings.

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Question 12. Develop A Marketing Plan?

Answer : Let us say a product 'X' is being produced. It is in the line of FMGC. The planning will be done on the following parameters: Purpose of manufacturing the product; Market scope; Target audience; Existing competitors; Pricing of the product

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managing the marketing process.
monitoring the profitability of the company's products and services. the art and science of choosing target markets and getting, keeping, and growing customers through creating,

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delivering, and communicating superior customer value. Answer: d.

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