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	c.	Explain the types of channels of distribution.	4			

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UNIT - V

9 a.	Discuss briefly the use and objectives of advertising.	8
b.	Recommend the suitable advertising media for the "Marketing of industrial goods". Defend	8
	your recommendation.	0
c.	"Salesman are born and not made". Discuss.	4
10 a.	Explain the objectives of personal selling.	6
b.	Mention the types of salesmen.	6
c.	List the benefits of direct marketing to buyers.	8

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