

ASSIGNMENT - 1, DEC - 2016.

M.B.A FINAL YEAR DEGREE

(B-Marketing Management)

Paper - I : SALES AND ADVERTISING MANAGEMENT

Maximum : 30 MARKS

Answer ALL questions.

- 1)
    - a) Sales potential.
    - b) Sales Quotas
    - c) Sales control research
    - d) Advertisement copy.
    - e) Advertising agency.
    - f) Training of salesmen.
  - 2) What are the skills required for selling?
  - 3) Describe the interdependence between sales and distribution management.
  - 4) What are the sources of recruiting salesmen?
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ASSIGNMENT - 2, DEC - 2016.

M.B.A FINAL YEAR DEGREE

(B-Marketing Management)

Paper - I : SALES AND ADVERTISING MANAGEMENT

Maximum : 30 MARKS

Answer ALL questions.

- 1) State the techniques employed in forecasting sales.
- 2) State the considerations in the selection of advertising media.
- 3) Elucidate the planning, managing and evaluating marketing communication.
- 4) SUMIT Products Ltd produces and markets steel cups, teaspoons, knives and forks for the catering industry. The company was established in response to the changes that took place in the catering industry. The growth of fast-food sector in the market was seen as opportunity to provide disposable eating utensils which would save on manpower and allow the speedy provisions of utensils for fast customer flow. In addition, SUMMIT Products have benefited from the growth of supermarkets and sells 'consumer packs' through four large supermarket groups.

The expansion of sales outlets has led Rakesh Mohan, the Sales Manager, to recommend to S. Kumar, the General manager, that the present sales force be increased from 2 to 8. Rakesh Mohan believes that the new recruits should be experienced in selling fast-moving consumer goods since the products are of that category. S. Kumar believes that the new recruits should also be familiar with steel products since what they are selling such products. He favours recruiting from within the Steel Industry, since such people are familiar with the supply, production and properties of steel and are likely to talk the same language as others at the firm.

Questions:

- a) What general factors should be taken into account when recruiting sales man?; and
  - b) Do you agree with Rakesh Kumar or S. Kumar or neither?
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Paper - II : MARKETING OF SERVICES

Maximum : 30 MARKS  
Answer ALL questions.

- 1)
    - a) Service strategy.
    - b) Branding of services.
    - c) CRM
    - d) Consumer banking.
    - e) Professional support service.
    - f) Marketing of family planning service.
  - 2) Critically evaluate the basic issues involved in services marketing.
  - 3) Suggest appropriate marketing mix for hospitality services.
  - 4) Why are public utilities not following service marketing approach?
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Paper - II : MARKETING OF SERVICES

Maximum : 30 MARKS  
Answer ALL questions.

- 1) Describe the challenges faced in the marketing of consumer banking.
- 2) What are the problems faced in the marketing of professional education?
- 3) Explain the marketing of cardiac care.
- 4) Starwood Hotels and Resorts world wide inc., one of the largest hotel chains in the world, has established a global presence through its six distinct hotel brands. Each brand has a different price and image, which meets the needs of the different markets and categories of customers. Due to the highly competitive nature of the hotel industry, starwood making efforts to further differentiate each of its brands by offering unforgettable experiences to its guests, which would be unique to each brand. For that starwood has signed cross marketing deals with companies whose products, when made available to its guests, are expected to reinforce the brand images of each of its hotel brand.

Questions:

Discuss, whether the cross marketing strategy of starwood enhance its customer base. Also explain whether, the cross marketing strategy would, in some way, cannibalise the distinctiveness of other brands?

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**Paper - III : RURAL MARKETING**

**Maximum : 30 MARKS**  
**Answer ALL questions.**

- 1)
    - a) Rural advertising
    - b) Concept of rural marketing.
    - c) Product adoption
    - d) Rural market segmentation
    - e) Rural media.
    - f) Rural intermediary.
  - 2) Bring out the growth of Rural markets in India.
  - 3) What are the factors that influence Rural buyer behavior?
  - 4) Give an account of diversity of Rural promotion event?
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Paper - III : RURAL MARKETING

Maximum : 30 MARKS  
Answer ALL questions.

- 1) Explain the participants in the Rural distribution process.
- 2) What are the features of rural environment?
- 3) Enumerate the significance of packaging in rural marketing.
- 4) Padma Pharma Ltd., has decided to go for a special drive in rural marketing. When it looked up at the available data base, it found that there is a lack of proper information about chemists operating in or nearby rural areas and catering to rural markets. It, therefore, decided to conduct a research and contacted 'Deepti Rural Research and Solutions'.

Research outline

The research agency presented an outline of the proposed research.

Objectives

- ❖ To estimate the potential of chemists catering to rural markets.
- ❖ To analyze problems, of chemists in receiving supplies and making payments.

Methodology.

Rural formulation market has three broad segments.

- ❖ Feeder market, which is a small town
- ❖ Semi rural-urban market
- ❖ Village market

Therefore, it proposed to cover these three markets. The parameters proposed for selection of the rural market are:

S. No.	Parameter	Feeder	Semi-urban Rural	Village
1	Absolute population	50,001-1,00,000	15,000-50,000	Below 15,000
2	Communication linkage	Within 15 mts	30-45 minutes	More than 60 minutes
3	No of Allopaths	35-75 (60% are MBBS)	10-35(35-60% are MBBS)	Less than 10 but 10% are MBBS)
4	Government Hospital	Susdivisional/ District	Primary Health center	Nil
5	Nursing homes	2-8	1-2	Nil
6	No of chemists	35-75	10-35	Less than 10
7	Productivity/chemist Per day(Rs)	2500	1500-2500	Less than 1500

The information focus can be on one or more of the following.

- a) **Doctors survey**  
Qualification, speciality, no. of patients seen per day, major ailments normally treated, patients referred to a specialist, major molecules prescribed, source of information of drugs (literature, direct mailers, conference, med rep visits etc)and so on.
- b) *Hospitals/polyclinics/Nursing homes, survey*  
Government/private, no. of beds, number of patients treated (percent tage of patients referred from the nearby places), doctors attached to the hospital, whether pharmacy attached, etc.,
- c) *Chemists' Survey*  
Location, size of the outlet, whether attached to doctor/hospital, turn over, practice of doctors nearby, buyers from nearby villages, place and mode of purchase of stocks, mode of repayment, pharma sales people's visits etc.

## Inquiry

The study confines to chemists. A questionnaire designed for data collection is given in Exhibit 1.

## Questions

- i) Evaluate the questionnaire and suggest improvements; and
  - ii) Do you suggest any alternative method of inquiry?
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