

**(DBUS34)**

Total No. of Questions : 8]

[Total No. of Pages : 03

**M.B.A. DEGREE EXAMINATION, DEC - 2016**

**(Third Year)**

**B-MARKETING MANAGEMENT**

**Sales and Advertising Management**

**Time : 3 Hours**

**Maximum Marks : 75**

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**SECTION- A**

**(3 x 5 = 15)**

**Answer any 3 of the following**

- Q1)** a) Selling skills.  
b) What is sales force management?  
c) Sales organization.  
d) Briefly explain promotional scene in India.  
e) Agency relations.  
f) Message design.

**SECTION-B**

**(3 x 15 = 45)**

**Answer any 3 of the following**

- Q2)** Discuss the nature and significance of sales management.
- Q3)** What is the process of organizing sales dept.?
- Q4)** How to measure advertising effectiveness? Explain.
- Q5)** Write a note on sales forecasting and budgeting.
- Q6)** What are the advantages and disadvantages of Sales Management?
- Q7)** Explain marketing communication process.

**SECTION-C**  
**(Compulsory)**

**(15)**

**Q8)** Case Study:

The careers of car salespeople are often characterized by job hopping from dealership to dealership in search of a better deal. This fact is partly due to circumstances in the economy and the automobile industry; for example, between 1986 and 1991, U.S. vehicle sales fell every year. Car salespeople are compensated almost entirely by commission, and they often do not receive even the most basic of benefits, such as insurance. These salespeople face a very harsh reality-when business is down, their income suffers.

The job hopping and lack of satisfaction with employers is hard on the salespeople and the dealers. By staying at one dealership, salespeople are able to build relationships with customers and generate repeat business. High turnover eliminates the possibility of realizing this potential. Also, desperate car salespeople are not effective sellers, becoming so obsessed with making a living that they get pushy and offensive with customers.

Some dealerships have solved these problems by simply eliminating the sales job and hiring hourly paid employees to assist self-serving customers. The automobiles are sold on a one-price-only basis, and haggling over prices is eliminated. Auto makers, not surprisingly are not fond of this idea, and many are providing sales training programs and advocating the provision of benefits for salespeople.

The problems described above existed between Robert Williams, a 33 year old car salesperson, and his employer. William had been in the car selling business for three years, during which he worked for six dealerships. He made \$17, 800 in his best year.

One day at work, Williams refused to stay after hours and help clean snow off the parking lot. The reason he would not stay late, he said, was that he could not afford a baby sitter for his 8-months-old Child. Mr. Williams was fired for insubordination, and his job hunting efforts began again.

Questions :

- a) Where would you place Robert Williams on Maslow's hierarchy? Based on this placement, What would motivate him?
- b) If you owned a car dealership, what would you do to improve your sales effort?
- c) Discuss ways in which automobile manufactures could accomplish their goals?



**(DBUS35)**

Total No. of Questions : 8]

[Total No. of Pages : 02

**M.B.A. DEGREE EXAMINATION, DEC - 2016**

**(Third Year)**

**B-MARKETING MANAGEMENT**

**Marketing of Services**

**Time : 3 Hours**

**Maximum Marks : 75**

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**SECTION- A**

**(3 x 5 = 15)**

**Answer any 3 of the following**

- Q1)** a) Services marketing.  
b) Branding.  
c) Professional education.  
d) Concept of hospitality service.  
e) Trademark research.  
f) Consumer banking.

**SECTION-B**

**(3 x 15 = 45)**

**Answer any 3 of the following**

- Q2)** Explain the case of Dosa king.
- Q3)** Explain branding and advertising financial services in India.
- Q4)** Describe fixation of price in tourism.
- Q5)** Explain marketing of health services.
- Q6)** Discuss marketing of professional support service.
- Q7)** Describe marketing practices of public utilities in India.

**SECTION-C**

**(15)**

**(Compulsory)**

**Q8)** Case Study:

Vimal travelled in Airways from America to India. He was provided comfortable seat, prompt baggage delivery, Ample leg room, good quality meals, quick airport check in and timely arrival. He also noticed that there were no lost baggages cases, no damaged baggage. Clean toilets, courteous crew, provisioning pillows/rugs, assistance with customs/immigration. Identify hygienic factors and motivators for passengers from the above set of services.



**(DBUS36)**

Total No. of Questions : 9]

[Total No. of Pages : 03

**M.B.A. DEGREE EXAMINATION, DEC - 2016**

**(Third Year)**

**B-MARKETING MANAGEMENT**

**Rural Marketing**

**Time : 3 Hours**

**Maximum Marks : 75**

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**SECTION- A**

**(3 x 5 = 15)**

**Answer any 3 of the following**

- Q1)** a) Rural market features.  
b) Rural products.  
c) Packaging decision.  
d) Diversity of rural promotion event.  
e) Advertising in rural market.  
f) Participants in rural distribution.

**SECTION-B**

**(3 x 15 = 45)**

**Answer any 3 of the following**

- Q2)** What are the factors that influence rural consumer behavior?
- Q3)** Explain product adoption process in Rural Marketing.
- Q4)** Explain the importance of Rural Market Promotion.
- Q5)** Explain the physical distribution process.
- Q6)** Discuss the need for rural marketing research.
- Q7)** What is the process involved in Rural Marketing?

**Q8)** Write a note on the significance of rural markets in India.

**SECTION-C**

**(15)**

**(Compulsory)**

**Q9)** Case Study:

West Coast Industries is a leading player in consumer goods industry with a turnover of over Rs. 800 crores. The company has three types of products i.e. Health Care products (Healthy Life Sunflower oil, Mothers choice ground nut oil, Milky white Toothpaste/Tooth powder). Natural products (Kesavardini Hair Oil, Everfair Teen fairness cream, Glow 'n' flow Shampoo) and third party brands (III bar soaps, Baby care diapers, cool spice after, shave lotion, sun detergents).

The company, through 40 C & F agents and about 1000 distributors, is able to reach one lakh retailers. The distributors get 3% discount on Health Care Products and 5% discount on Nature Care Products. The retailer gets 5% margin on Health Care Products and 10% on Nature Care Products. About 30% of all India sales is from rural and semi-urban areas. The products are targeted towards young and middle-aged people; and middle/high income rural population. The company has also observed that loose oils are preferred in many markets and branded oils have become popular in a few states only.

The company has made use of Television to reach rural population, but finds it expensive to cover all the states in the country.

The set up of sales and marketing department is given below:

General Manager (Sales), General Manager (Marketing) and General Manager (Supply Chain), Regional Sales manager - 8

Area Sales Managers - 32

Territory sales executives/officers – 160

The company has undertaken the following initiatives in rural areas:

- The company has introduced Sachet packet (100 ml., 50 ml.) of Kesavardini in areas of T.N., A.P., Maharastra.
- The company has 120 super distributors and 2700 stockists to service the rural markets. The super distributors get 15-21 days credit facilities.
- The distribution covers 20,000 villages (In comparison to Colgate – 50,000 and HLL-80,000). The products are sold in village shandies and through company vans to retailers.

- The territory sales executives spends about 70% of his time in meeting retailers and key influences, participation in village events, organizing meetings and balance in planning activities.
- Under territory sales executives there are pilot sales representatives (party subsidised by the company) for meeting the village merchants. They are under the control of super distributors. Each village merchant is met once a month through van operations.

Questions:

- a) Do you think that there is scope for increasing sales volumes in rural market?
- b) Give your specific recommendations as to how the company can improve distribution and promotion policy to reach rural markets.

