

ASSIGNMENT - 1

M.B.A. DEGREE EXAMINATION, MARCH 2023

Third Year

SALES AND ADVERTISING MANAGEMENT

MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1.
 - (a) Selling skills
 - (b) Controlling the sales force
 - (c) Sales budget
 - (d) Promotional scene in India
 - (e) Media selection
 - (f) Advertising Management
2. Define 'Sales and Distribution Management'. Discuss its scope and interdependence.
3. Explain various methods of training to sales force.
4. What is sales analysis? Explain its process.

ASSIGNMENT - 2

M.B.A. DEGREE EXAMINATION, MARCH 2023

Third Year

SALES AND ADVERTISING MANAGEMENT

MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1. Explain marketing communication process in detail.
2. How do you measure the effectiveness of the advertisement? Explain.
3. Discuss the measures of media cost efficiency.
4. Case study.

Healthy living company is a pharmaceutical company. They have a team of dedicated medical representatives. All of them aspire to become sales supervisors, managers, and officers. There are many instances of salesmen-started business growing into big companies e.g., Nirma, where the owner-salesman one day comes to head the firm as its chief executive. It is, however, observed that all sales people cannot become successful managers. A brilliant reporter may not become a good editor. The point is that the skill required for both the jobs are essentially different.

Healthy living knows that a sales manager today faces complex responsibilities. He has to be a good team leader. A salesman operates on his own. It is not possible to transform oneself into a team leader all of a sudden, A sales manager has administrative and office duties. A salesman is in the field. Many salesmen may not like to swap the challenge of selling task for an administrative post. There are others who would love to accept the challenge of a new job. Healthy living wants to decide how to assess those who would not object to the shifts in attitude and habits required to be a successful manager

Question:

Advise this company how it can identify the sales manager material amongst its own sales force.

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MARKETING OF SERVICES
MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1.
 - (a) Nature of services marketing
 - (b) Dollar credit card in India
 - (c) Marketing mix
 - (d) Marketing of cardiac care
 - (e) Trademark research group
 - (f) Public utilities.
2. What is service strategy? How will you design service strategy?
3. Define consumer banking. Explain Citibank experiences in marketing of its financial services.
4. Discuss various issues in marketing of tourism in India.

ASSIGNMENT - 2

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Third Year

MARKETING OF SERVICES
MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1. Explain marketing of health services practices at Apollo hospital.
2. What are the implications of marketing of professional support services for advertising agencies? Explain
3. Critically analyse the role of customer in services marketing.
4. Premier Courier Ltd. (PCL) is an innovative overnight delivery company that helped change the way companies do business. It was the first company to offer an overnight delivery system, but the company markets more than just a delivery service. What PCL really sells is on-time reliability. The company markets risk reduction and provides the confidence that people shipping packages will be 'Absolutely, positively, certain their packages will be there by 10.30 in the morning'. In fact, PCL sells even more than reliable delivery. It designs tracking and inventory management systems for many large companies. In other words, its customers buy more than just delivery service they buy a solution to their distribution problems. For example, a warehouse designed and operated by PCL is part of the distribution centre for a very large computer firm. In other organisations, customers can place an order for inventory as late as midnight, and the marketer, because of PCL's help, can guarantee delivery by the next morning. PCL has positioned itself as a company with a service that solves its customers problems.

Questions:

- (a) What is PCL's product? What are the tangible and intangible elements of this service product?
- (b) What are the elements of service quality for a delivery service like PCL?
- (c) In what way does technology influence PCL's service quality?

ASSIGNMENT - 1

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Third Year

RURAL MARKETING
MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1.
 - (a) Define rural market
 - (b) Reference groups
 - (c) Product modification
 - (d) Traditional media
 - (e) Physical distribution process.
 - (f) Rural product categories
2. Discuss the trends in rural markets in India.
3. Explain recent trends in buying behaviour of rural consumer.
4. Explain various stages involved in rural product development process.

ASSIGNMENT - 2

M.B.A. DEGREE EXAMINATION, MARCH 2023

Third Year

RURAL MARKETING
MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1. Discuss different pricing strategies for rural market.
2. What is rural media? Explain the rural promotion effort building relationship in rural promotion event.
3. Describe various steps involved in rural marketing process.
4. In a study conducted by ICICI it was found that:
 - Only 40 per cent of shops in small towns have electricity, while in feeder villages this figure was 11 per cent.
 - Shops in towns were located on rented premises, while in interior villages in 88 per cent of the cases the shops were located on owned premises and lacked electricity
 - In feeder villages, four fifths of the shops have one person working full time, while in interior villages 70 per cent have two or three persons working on a part-time basis.
 - Over two-fifths of the retail outlets stocked eight to nine standard product categories.
 - It was found that three-fourths of the outlets that stocked eight to nine product categories kept four items or less in each category, while one-fourth had five to six items in each category.
 - The total number of items stocked in retail outlets was about 50 in interior villages and 115 in feeder villages.
 - The stock turnover ratio in the study is the number of times the stock is sold in a month. This is obtained by dividing the stock level by monthly off-take. The ratio for toiletries in interior villages was close to unity, while in the feeder villages two thirds had a ratio in the range of two to three. The ratio of one indicates that on average interior village shops had stocks for one month, while shops in feeder villages maintained stocks for two or three months. The value of the stock turnover ratio in towns had a wider spread and higher values in the range of three or even, five because of the wide variety of products stocked.

Questions :

- (a) Critically evaluate the above rural retail scenario for the marketer of consumer products.
- (b) What implications does the above scenario have for the long-term distribution system design of a multi-product necessity Goods Company wanting to make a foray into the rural markets?