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M.B.A. DEGREE EXAMINATION, MAY – 2018

Third Year

B-MARKETING MANAGEMENT

Sales and Advertising Management (Optional)

Time : 3 Hours

Maximum Marks :70

SECTION - A

Answer any three questions.

(3 x 5 = 15)

- Q1)** a) Personal selling.
b) Sources of recruitment of salesman.
c) Budgeting.
d) Media planning.
e) Media selection.
f) Interpersonal skills.

SECTION - B

Answer any three of the following questions.

(3 x 15 = 45)

- Q2)** Explain nature and scope of sales management.
- Q3)** Explain various methods of training the sales force.
- Q4)** What is performance appraisal? Explain the importance of monitoring performance appraisal for salesman.
- Q5)** How do you measure the effectiveness of advertising effectiveness? Explain.
- Q6)** Explain about client – agency relations.
- Q7)** Explain marketing communication process in detail.

SECTION - C
(Compulsory)

(10 Marks)

Q8) Case Study:

A young MBA Mr. Ram Kumar got an opportunity for a job in Sydney, Australia. The contract was for 3 years only. Mr. Ram Kumar did not want to stay in Australia, but interested to start a business in India. He was based in Mumbai and had earned enough money to start his own business in India. While in Australia he got very interested in water beds which were used by many households. He listed the advantages of the water beds:

- a) Water beds were made of PVC mattress full of water.
- b) The water needed to be changed once in six months.
- c) The water could be heated in winter to keep warm.
- d) It applied equal pressure on every points of the body.
- e) This ensured healthy and comfortable sleep.
- f) PVC used in water beds was of very high quality. It was sturdy and could stand considerable impact if children would play on it.
- g) It would not damage or leak.
- h) It was also used in hospitals and patients at home.

After enlisting these attributes of water beds Mr. Ram Kumar started manufacturing water beds and needed to communicate customers of its use and advantages.

Questions:

- 1 Suggest advertising strategies for this product.
- 2 After a few years, Mr. Ram Kumar made product specially for hospitals and patients and sold them for a low cost 2500, this led to greater sales and usage. What change in the strategies be then made for cheaper products.

