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Register Number

Name of the Candidate:

**M.B.A. DEGREE EXAMINATION, May 2015****(DESIGN MANAGEMENT)****(FIRST YEAR)****140: MARKETING AND SALES MANAGEMENT**

Time: Three hours

Maximum: 75 marks

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**SECTION- A****(5×3=15)****Answer any FIVE questions**

1. Define Marketing.
2. Who is a customer?
3. How market opportunity is determined?
4. Define datamining.
5. Discuss the need for segmenting.
6. What is sales promotion?
7. Define advertisement.
8. What is PLC?

**SECTION- B****(3×10=30)****Answer any THREE questions**

9. Explain the role of marketing in a managerial function.
10. Discuss the pricing decision framework.
11. Write short notes on a) Personal selling b) DSS
12. Explain the marketing opportunities for design stores in Chennai.

**SECTION- C****(1×15=15)****Answer any ONE question**

13. Explain in detail about the marketing research.
14. What are the types of pricing strategies?
15. Explain the role of media in advertisement with a suitable example.

**SECTION- D****(1×15=15)****(Compulsory)**

16. In recent years, discount sales have been on the rise and several discount stores have come up in the country. Regular discount sales are also organised and firms and retail stores around festive seasons. Yet there are many large stores like Shopper's Stop, Big Bazaar, etc. who do not have such discount sales and yet record large sales turnover. Why?

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