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M.Sc.(SIM) (Sem.-2)

SALES & MARKETING MANAGEMENT IN SERVICES

Subject Code: PGS-104 Paper ID: [F0407]

Time: 3 Hrs. Max. Marks: 60

INSTRUCTION TO CANDIDATES:

- SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
- 2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
- 3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1) Answer briefly:

- a) What are the advantages of green marketing?
- b) What is mobile marketing?
- c) What is Holistic marketing?
- d) What is the role of relationship marketing?
- e) What do you mean by market positioning?
- f) What is a niche market?
- g) What do you understand by marketing mix?
- h) Define the term 'Personal selling'.
- i) What do you understand by Prospect Management?
- j) What do you mean by sales quota?



SECTION-B

- 2) *'Web marketing as a promotion tool'*. Comment upon the statement.
- 3) What do you understand by 'marketing myopia'? What are the challenges faced in this situation and how they can be tackled?
- 4) Can a company have same marketing mix variables for different market segment? Do you agree or not? Justify your answer with suitable example.
- 5) What are the various bases of market segmentation?
- 6) Explain in detail the buying process with suitable example.

SECTION-C

- 7) "The terms 'Selling' and 'Marketing' are frequently used in an interchangeable manner. However, selling is merely a tip of the iceberg called as Marketing." Comment.
- 8) Discuss in detail the expanded marketing mix of services. How are services different from goods?
- 9) Explain the AIDA's theory of selling with the help of suitable example.

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