

2010

MARKETING AND SALES MANAGEMENT

THIRD PAPER

Full Marks : 100

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. Answer any five questions from the following :

5×5=25

- (a) Outline the basic differences between 'marketing' and 'selling'.
- (b) "Marketing mix that is evolved is not stagnant but dynamic." Explain in context of change in internal and external forces.
- (c) What is market segmentation? What are the bases of segmentation?
- (d) What is consumer behaviour? How is it different from 'buyer behaviour'?
- (e) What is product development? What logical steps are involved in new product development?
- (f) What is pricing? What factors influence pricing?

- (g) What do you mean by 'advertising'? How does it differ from 'propaganda'?
- (h) What is personal selling? Under what marketing condition is it most relevant?

2. Answer any *three* questions from the following : 10×3=30

- (a) Discuss various methods of selling.
- (b) Discuss the objectives and role of physical distribution in modern marketing.
- (c) Explain the term 'sales-forecasting'. List the steps involved in sales-forecasting.
- (d) Explain product adoption and diffusion process with examples from contemporary marketing strategies.
- (e) Discuss the consumer buying process in detail.

3. Answer any *three* questions from the following : 15×3=45

- (a) What are the criteria for selecting channel members and how their performance are evaluated?
- (b) Describe the importance of monitoring and performance appraisal of sales force. Explain how a transparent performance appraisal system help in motivating the sales force.

- (c) What are the different methods of pricing policy? Explain any one method and its variants.
- (d) Explain the tests that can be used for evaluating advertising effectiveness.
- (e) What is brand equity? Explain either cost-based or price-based method of measuring brand equity.

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