(DBUS 34)

ASSIGNMENT 1

M.B.A. DEGREE EXAMINATION, DECEMBER 2020.

Third Year

SALES AND ADVERTISING MANAGEMENT
MAXIMUM MARKS : 30
ANSWER ALL QUESTIONS

1. (a) Negotiation skills.

    (b) Selection process of salesman.

    (c) Performance appraisal.

    (d) Marketing Communication.

    (e) Advantages of promotion.

    (f) Media selection.

2. Discuss the nature and significance of sales management.

3. How performance appraisal helps to measure performance of salesman? Explain in detail.

4. Describe how to measures effectiveness of advertising.

(DBUS 34)

ASSIGNMENT 2

M.B.A. DEGREE EXAMINATION, DECEMBER 2020.

Third Year

SALES AND ADVERTISING MANAGEMENT
MAXIMUM MARKS : 30
ANSWER ALL QUESTIONS

1. Write a note on motivating and compensating the sales force.

2. What is the process involved in designing a message?

3. Explain about the factors influencing media selection.

4. Case study

   The sales person has been asked to call upon customers (family plus commercial establishments) to sell a new brand of vacuum cleaners. He is employed on salary cum commission basis to keep the motivation level high for getting substantial orders from customers. He has been asked by the company to give daily information of his planning the sales calls and other activities that he would undertake to be successful in his mission. The salesman is sufficiently motivated about the future prospects of his career in the company and wants to plan out his entire strategy before calling on the prospects.

   Questions

   (a) What information should he have before approaching the customer?

   (b) What are the steps of the sales process he should follow?

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(DBUS35)

ASSIGNMENT 1

M.B.A. DEGREE EXAMINATION, DECEMBER 2020.

Third Year

MARKETING OF SERVICES
MAXIMUM MARKS : 30
ANSWER ALL QUESTIONS

1. (a) Conceptual framework of marketing of services.

    (b) Branding

    (c) Indmark and Kof services

    (d) Trademark Research

    (e) Hospitality marketing

    (f) Service strategy.

2. Describe the designing of service strategy with the help of special case of Dosa King.

3. Explain the marketing of tourism in India.

4. Briefly explain about marketing of health services.

(DBUS35)

ASSIGNMENT 2

M.B.A. DEGREE EXAMINATION, DECEMBER 2020.

Third Year

MARKETING OF SERVICES
MAXIMUM MARKS : 30
ANSWER ALL QUESTIONS

1.   Elaborate various approaches of marketing in India.

2.   What is consumer banking? State its objectives.

3.   Describe marketing practices of public utilities in India.

4.   Case study.

   Mr. Aravind travelled in Airways from London to India. He was provided comfortable seat, prompt baggage delivery, Ample leg room, good quality meals, quick airport check in and timely arrival. He also noticed that there were no lost baggages cases, no damaged baggage. Clean toilets, courteous crew, provisioning pillow/rugs, assistance with customs/immigration. Identify hygienic factors and motivators for passengers from the above set of services.

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(DBUS 36)

ASSIGNMENT 1

M.B.A. (3 Years) DEGREE EXAMINATION, DECEMBER 2020.

Third Year

RURAL MARKETING
MAXIMUM MARKS : 30
ANSWER ALL QUESTIONS

1. (a) Objectives of Rural Marketing

   (b) Consumer Behaviour

   (c) Product augmentation

   (d) Advertising in rural market.

   (e) Types of Intermediaries in Rural marketing

   (f) Physical distribution process.

2. Explain the structure of rural markets in India.

3. What are the factors that influence rural consumer behaviour?

4. Describe the product adoption process in rural marketing.

(DBUS 36)

ASSIGNMENT 2

M.B.A. (3 Years) DEGREE EXAMINATION, DECEMBER 2020.

Third Year

RURAL MARKETING
MAXIMUM MARKS : 30
ANSWER ALL QUESTIONS

1. Enumerate steps involved in product development for rural markets.

2. Briefly explain about various intermediaries in Rural distribution process.

3. Explain the Role of Traditional media in promoting Rural products.

4. Case Study:

The transformation of India's milk industry began around 1946, when the Khira District Milk Cooperative, located in the state of Gujarat, set up its own processing plant under the leadership of Verghese Kurien and created the brand Amul, today one of the most recognized in the country. Unlike the large industrial dairy farms of the West, in India, milk originates in many small villages. Villagers may own only two to three buffaloes or cows each and bring their milk twice a day to the village collection center. They are paid every day for the milk they deliver, based on fat content and volume. Refrigerated vans transport the milk to central processing plants, where it is pasteurized. Railroad cars then transport the milk to major urban centers.

The entire value chain is carefully managed, from the village-based milk production to the world-scale processing facilities. The Khira District cooperative provides such services to the farmers as veterinary care and cattle feed. The cooperative also manages the distribution of pasteurized milk, milk powder, butter, cheese, baby food, and other products. The uniqueness of the Amul cooperative is its blending of decentralized origination with the efficiencies of a modern processing and distribution infrastructure. As a result, previously marginal village farmers are earning steady incomes and being transformed into active market participants. Twenty years ago, milk was in short supply in India. Today, India is the worlds largest producer of milk. According to India's.

National Dairy Development Board, the country's dairy cooperative network now claims 10.7 million individual farmer member owners, covers 96,000 village-level societies, includes 170 milk-producer unions, and operates in more than 235 districts. Milk production has increased 4.7 percent per year since 1974. The per

capita availability at milk in India has grown from 107 grams to 213 grams per day in 20 years.

(a)   Despite this concept succeeding in India, why the replication of the same in other rural markets are not successful ? Comment.

(b)   Do you think corporatisation of cooperative system will help marketers focus more? Justify.

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