

Total No. of Questions : 8]

DBUS34

M.B.A. DEGREE EXAMINATION, JUNE/JULY - 2019

(Third Year)

MARKETING MANAGEMENT (Optional)

Sales and Advertising Management

Time : 3 Hours

Maximum Marks : 70

SECTION - A (3 x 5 = 15)

Answer any three questions

- Q1)** a) Interpersonal Skills.
b) Recruitment of Salesmen.
c) Warranty and Guaranty.
d) Message Design.
e) Performance Appraisal.
f) Client - Agency Relations.

SECTION - B (3 x 15 = 45)

Answer any three questions

- Q2)** What is the need and importance of personal selling?
Q3) Write a note on Sales forecasting and budgeting.
Q4) Explain the marketing communication process.
Q5) What are the factors to be considered in the selection of advertising media?
Q6) Examine the inter relationship between sales and other departments.
Q7) Explain various methods of training the sales force.

SECTION - C (10 Marks)

(Compulsory)

Q8) Case Study:

HB Electrical supplies company, Bangalore, manufactured a wide line of electrical equipment used in both home and industry. The sales force called on both electrical wholesalers and industrial buyers with the greater part of their efforts concentrated on industry buyers. The industrial products required considerable technical expertise upon the part of salespeople. Sales offices situated in twenty cities spread over the country had two hundred sales personnel operating out of them. In the past eight years sales volume increased by more than to percent, the fast rise in sales volume and the accompanying plant expansion created a problem in that more sales personnel were needed to keep up with the new accounts and to make sure the additional plant capacity was used profitably. In addition, HB sales recruiting problem was compounded by noticeable decline in the number of college seniors wanting a selling career. HB recruiters had observed this at

colleges and universities where they went searching for prospective salespeople. Another indication of the increased difficulty in attracting good young people into selling was aggressive recruiting by more and more companies. These factors combined to make the personnel-recruiting problem serious for HB. Consequently, management ordered an evaluation of recruiting methods. Virtually all HB salespeople were recruited from twenty-five engineering colleges by district sales managers. Typically, HB recruiters screened two hundred college seniors to hire ten qualified sales engineers. It was estimated to cost HB Rs.6000 to recruit a candidate management believed the college recruiting program was deficient in light of the high cost and the fact that only 5 percent of the candidates interviewed accepted employment with HB. Evaluation of the college recruiting program began with the college recruiting division of the company asking district sales managers for their appraisals. Some district managers felt that HB should discontinue college recruiting for various reasons including the time required for recruiting, the intense competition, and the candidates' Lack of experience. Other district managers, however, felt the program should continue with a few modifications, such as recruiting college juniors for summer employment more or less on a trial basis, concentrating on fewer schools and getting on friendly terms with placement directors and professors. HB general sales manager favored abandoning the college recruiting program and believed the company should adopt an active recruiting program utilizing other sources. He reasoned that, while engineering graduates had a fine technical background, their lack of maturity inability to cope with business type problems, and their lack of experience precluded an effective contribution to the HB selling operation. The general sales manager felt that the two hundred sales engineers currently working for HB were an excellent source of new recruits. They knew the requirements for selling for HB line and were in continual contact with other salespeople. By enlisting the support of the sales force, the general manager foresaw an end to HB's difficulty in obtaining sales engineers. The president preferred internal recruiting from the no selling divisions, such as engineering, design and manufacturing. HB claimed that their familiarity with HB and their proven abilities were important indicators of potential success as sales engineers. A complete analysis of HB's entire personnel recruiting program was in order, and regardless of the approach finally decided upon, it was paramount that the companies have a continuous program to attract satisfactory people to the sales organization.

Questions:

- a) Evaluate HB's recruiting program, suggesting whether or not the company should have continued its college recruiting of sales engineers.
- b) What alternative recruitment program would you suggest for HB? Justify your answer.



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DBUS35

M.B.A. DEGREE EXAMINATION, JUNE/JULY - 2019

(Third Year)

MARKETING MANAGEMENT (Optional)

Marketing of Services

Time : 3 Hours

Maximum Marks : 70

SECTION - A (3 × 5 = 15)

Answer any three questions

- Q1)** a) Services Marketing.
b) Credit Cards.
c) Advertising.
d) Professional Education.
e) Tourism Development.
f) Dollar Credit Card.

SECTION - B (3 × 15 = 45)

Answer any three questions

- Q2)** Briefly Explain about Concepts and Issues of Services Marketing.
- Q3)** Explain the advantages and disadvantages of Consumer Banking with the help of Citibank Experience.
- Q4)** “Marketing plays a crucial role in the development of tourism” - Comment.
- Q5)** Discuss about marketing of health services at any hospital of your choice.
- Q6)** Explain marketing of educational services and problems faced by it.
- Q7)** What are the issues involved in marketing of logistics?

. SECTION - C **(10)**
(Compulsory)

Q8) Case Study:

Axis Bank launched the “health plus Credit Card” where it has joined hands with National Insurance Company and Master Card International to offer cashless mediclaim of Rs.1,50,000 and a critical illness cover Rs.5,00,000 on each card, discount at leading hospital and on health care services and products. “By offering such value-added services we feel that we will not only win the loyalty to our existing customers but also get new customers” says Karthik.

The Company had also launched a Co-branded Card earlier. this year government employees, with e-Seva and e-governance initiative of the Government of Andhra Pradesh.

Questions:

- a) How does Axis Bank is improving customer loyalty?
- b) What are the innovations of Axis Bank to Promote Services?



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M.B.A. DEGREE EXAMINATION, JUNE/JULY - 2019

(Third Year)

B - MARKETING MANAGEMENT

Rural Marketing

Time : 3 Hours

Maximum Marks : 70

SECTION - A (3 × 5 = 15)

Answer any three questions

- Q1)** a) Features of Rural Market
b) Buyer Behaviour
c) Branding Decision
d) Message Design
e) Rural Promotion
f) Advertising in Rural Market

SECTION - B (3 × 15 = 45)

Answer any three questions

- Q2)** What are the various factors influencing rural market environment?
Q3) Give your suggestions for selecting suitable media for Rural Market.
Q4) Discuss the need for Rural Marketing Research.
Q5) Explain the Dynamics of distribution process.
Q6) What is the inter relationship between product adoption and branding for products in Rural Market?
Q7) Explain the physical distribution process in rural markets.

SECTION - C

(10)

(Compulsory)

Q8) Case Study:

RURAL BUYERS

According to Pradeep Kashyap, Urban buyer is individual-driven, whereas in rural areas, decision making is a collective process. If a village adopts a toothpaste instead of a tooth-powder, the process starts with the Pradhan. Rural buyers do take longer to adopt a brand,

but once they do so, they are more loyal than their urban counter-parts. Collective principle also works in brand adoption. Thus we have Nirma villages, Escorts villages, Mahindra villages and Wheel villages. The consensual decision is respected by the majority. Rural buyers are also as quality conscious as their urban counter-parts. However, product's functionality is far more important to them. They, therefore, prefer a no-frills product. The role models for aspirational products are the same as those for urbanities. But for specifically rural products, we have to think of a better and more convincing role model like a Pradhan, a teacher, armed force personnel etc.

Question:

How can we market a shampoo to a rural buyer?

