

MAY 2013

P/ID 6020/MEC

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Time : Three hours

Maximum : 80 marks

PART A — (8 × 5 = 40 marks)

Answer any EIGHT questions.

All questions carry equal marks.

1. What is product decision?
2. What is the role of information and planning in sales management?
3. Explain in detail about public-relations.
4. Explain the stages involved in consumer decision making.
5. Define sales forecasting.
6. What is meant by target marketing?
7. Explain in detail about salesman and their duties.
8. Discuss the latest trends in Indian Rural retail business.
9. What is Retailer motivation? How are channel members motivated?

10. List out types and methods of field sales organisations.
11. Explain Sales Audit and analysis.
12. What are the procedures for appointment and termination of dealers?

PART B — (4 × 10 = 40 marks)

Answer any FOUR questions.

All questions carry equal marks.

13. Explain the stages involved in consumer behaviour.
14. Briefly explain the various product related services.
15. Explain the sales forecasting methods and steps in forecasting.
16. In present online era what is the role of dealer in marketing and distributions.
17. List out tasks and responsibilities of Field Sales Manager.
18. Discuss in detail about sales budgeting.