



SN – 414

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Fifth Semester B.B.M. Examination, Nov./Dec. 2013
(Semester Scheme) (R)
(Prior to 2013-14)

BUSINESS MANAGEMENT

E – 2 : (Paper – I) : Product and Sales Management

Time : 3 Hours

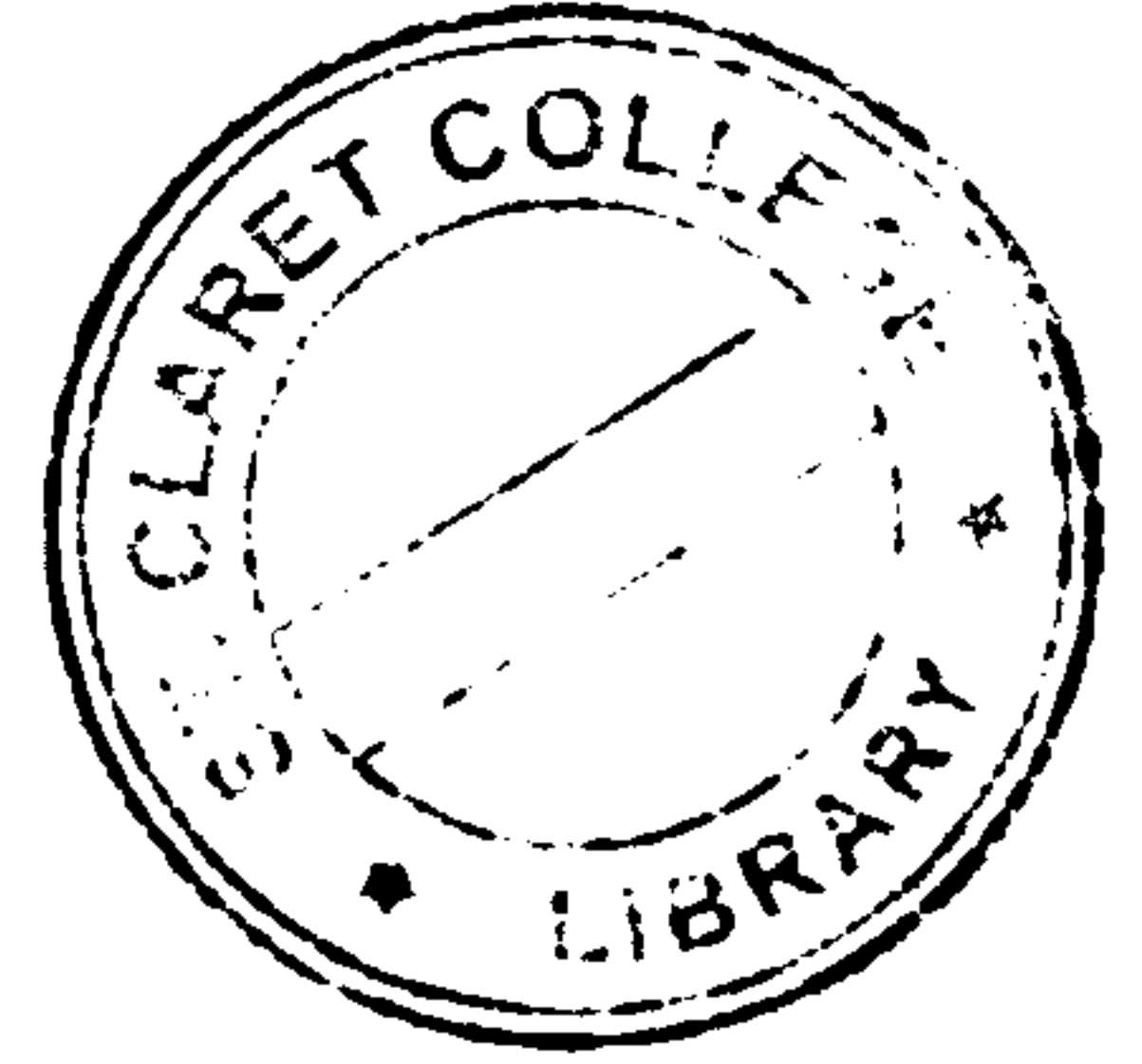
Max. Marks : 90

Instruction : Answer should be written completely in **English**.

SECTION – A

Answer **any ten** sub-questions. **Each** sub-question carries **two** marks. (10×2=20)

1. a) What is meant by Trading ?
- b) What do you understand by Brand Extension ?
- c) Who are wholesalers ?
- d) State any two objectives of Sales Management.
- e) What do you understand by perpetual mapping ?
- f) What is quantity discount ?
- g) What is Market Segmentation ?
- h) What do you understand by consumer sales promotion ?
- i) What is a New Product ?
- j) What are Industrial Goods ?
- k) What do you mean by Physical Distribution ?
- l) Mention any two reasons for product failure.



SECTION – B

Answer **any five** questions. **Each** question carries **five** marks. (5×5=25)

2. Explain in brief the different product strategies.
3. Explain in brief the different channels of distribution.

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4. Explain the various methods of Test Marketing.
5. What is Market Segmentation ? What are the advantages of Market Segmentation ?
6. Mention the features of “Question Marks” and “Dogs” with respect to BCG Model.
7. Explain briefly the purpose of organisational structure towards marketing activities.
8. Write a short note on the importance of Sales Quota.
9. What are the frequent mistakes in formulating product plans ?

SECTION – C

Answer **any three** questions. **Each** question carries **fifteen** marks. **(3×15=45)**

10. Define a product. Explain the factors affecting the product management with reference to FMCG's.
 11. Explain the merits and demerits of various channels of distribution.
 12. What is Test Marketing ? Explain its principles and problems.
 13. Explain the steps in new product development process.
 14. Discuss the different strategies of product differentiation.
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