



SN – 433

V Semester B.B.M. Examination, Nov./Dec. 2014
(Prior to 2014-15) (Repeaters)
BUSINESS MANAGEMENT

E – 2 (Paper – I) : Product and Sales Management
(100 – 2013-14 Only) (90 – Prior to 2013-14)

Time : 3 Hours

Max. Marks : 100/90

- Instructions :** 1) Answer should be written **only in English**.
2) Sections **A, B and C** to be answered by **all repeaters** (90 marks).
3) Section – **D** to be answered by students of **2013-14 only** (100 marks).

SECTION – A

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

1. a) What is product strategy ?
- b) State the different stages of product life cycle.
- c) What do you mean by Micro environment of Business ?
- d) State any two important sources of information for competitor analysis.
- e) What is Differentiated Market ?
- f) What do you understand by Brand Extension ?
- g) What is meant by Customer Acceptance.
- h) Give the meaning of Buying Motive.
- i) What is a Quantity Discount ?
- j) What do you mean by price off offer ?
- k) What is integrated supply ?
- l) List out the disadvantages of e-channels.

P.T.O.



SECTION – B

Answer **any five** questions. **Each** questions carries **five** marks.

(5×5=25)

2. Describe the various functions of market.
3. Briefly explain the types of dealer promotion schemes.
4. Explain the different types of salesmanship.
5. Mention any five differences between consumer goods and industrial goods.
6. What do you mean by Differentiation ? Explain the different types of industries where differentiation is possible.
7. Discuss the steps in product planning.
8. Explain the importance of a product strategy.

SECTION – C

Answer **any three** questions. **Each** question carries **fifteen** marks.

(3×15=45)

9. Explain various phases of product strategy.
10. Explain briefly the planning process.
11. What are the benefits and limitations of environmental analysis ?
12. Discuss various methods of sales promotion.
13. Write a short note on Retail Marketing.

SECTION – D

[To be answered by students of **2013-14 only**]

(1×10=10)

14. Discuss the method of conducting Test Marketing.
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