



UN – 458

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V Semester B.B.M. Examination, November/December 2015
(Prior to 2014-15) (Repeaters)
BUSINESS MANAGEMENT

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

Time : 3 Hours

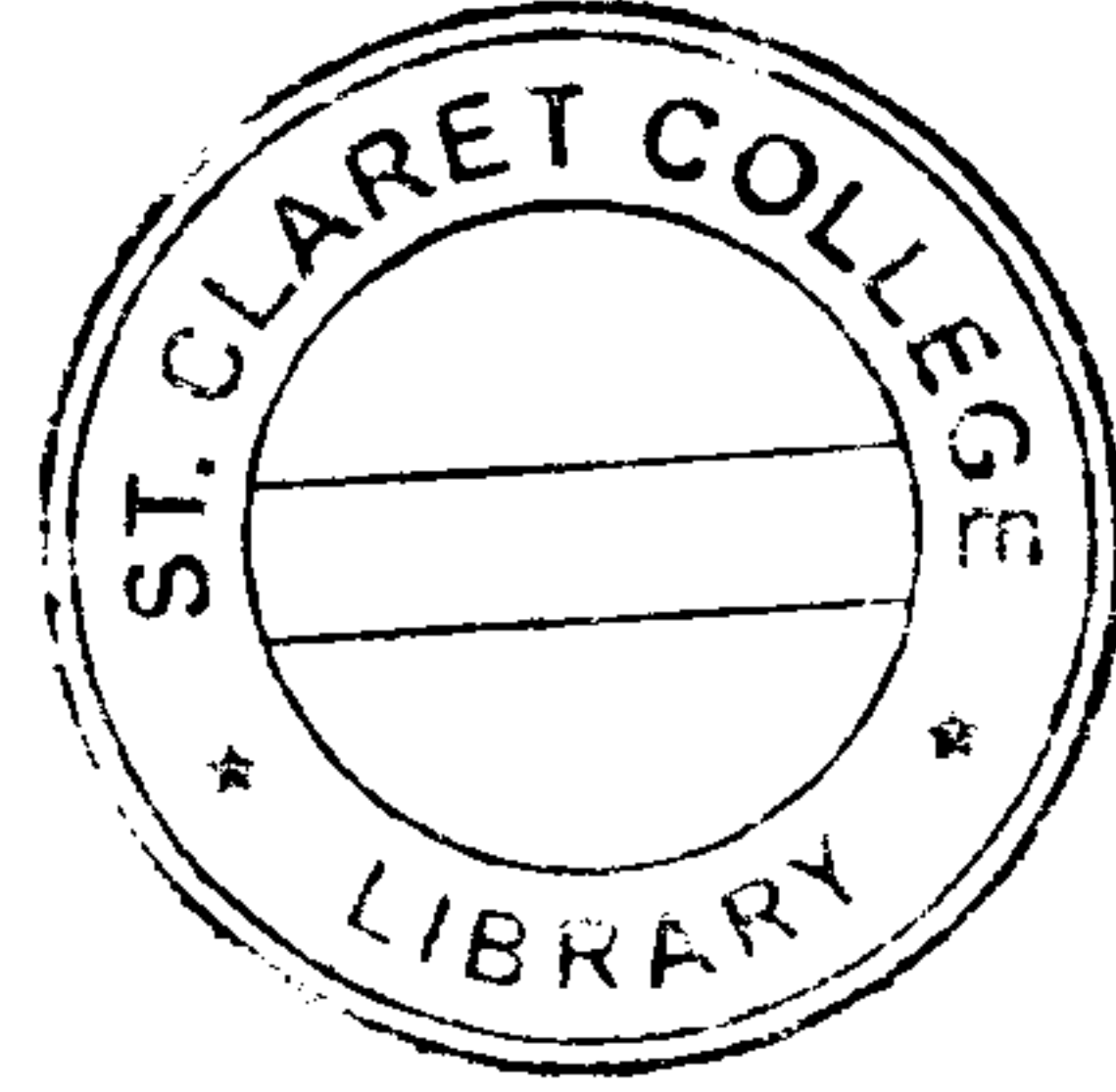
Max. Marks : 100/90

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

SECTION – A

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

1. a) What is FMCG ?
- b) What do you mean by product line ?
- c) What do you understand by product positioning ?
- d) Define market segmentation.
- e) What is product modification ?
- f) Give the meaning of sales quotas.
- g) Expand SWOT.
- h) What is market share analysis ?
- i) What do you understand by convenience goods ?
- j) What is product strategy ?
- k) Mention any four objectives of product planning.
- l) What do you mean by consumer behaviour ?



P.T.O.



SECTION – B

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

(5×5=25)

2. Explain the various stages of product life cycle.
3. Briefly explain the factors influencing a product.
4. Explain the reasons for new product failures.
5. Discuss the steps in buying process.
6. Explain the various sources of recruitment of sales personnel.
7. Explain the various channels of distribution.
8. Discuss the steps in designing a sales control system.

SECTION – C

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

(3×15=45)

9. Explain the steps in New Product Development.
10. What salesman should know ? Explain.
11. Discuss the various selection tools of sales personnel.
12. Explain the various types of dealers' promotion schemes.
13. Discuss the factors affecting channel choice.

SECTION – D

(To be answered by students of **2013-14** and **Onwards**)

(1×10=10)

14. Distinguish between the Industrial product and consumer product.
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