

Tilak Maharashtra University
Master of Business Administration (Distance)
(Semester - IV) - Internal Evaluation (Marketing)
Sales Promotion & Administration

Marks : 80

Code : MDM 401

Note:

- ❖ The Paper Consist of two sections I & II
 - ❖ Attempt any three questions from Section I
 - ❖ Section II is Compulsory
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Section I

1. (a) What are public relations? Explain the methods of public relations. What are the advantages of public relations? (15)
Or
(b) Explain in detail the controlling role of sales management. What is formal and informal control?

2. (a) Explain logistics as important strategic function. (15)
Or
(b) Explain in detail the basic types of sales organizations.

3. (a) What aspects does a planner consider while organizing a sales training programme? (15)
or
(b) Allocation of territories to salesman is not merely a matter of cutting out equal areas for salesman. Explain.

4. Write short notes on (any three) (15)
 - (i) Nature, scope & importance of advertising.
 - (ii) Qualities of effective sales manager.
 - (iii) Sales compensation plans.
 - (iv) Wholeselling.
 - (v) Controlling Sales Force

Section II

5. Please go through the enclosed case and answer the following questions. (25)

Suchitra Vision Ltd is a leading TV manufacturing company. It has a pride in itself for providing a prompt after sales service to its customer. The company maintains a service engineer at every taluka place and thus can attend to customer's service call within 48 hours. However self-trained local TV mechanics are now a days available even in the remote villages. They can thus offer the service in few hours only. Quality of their service however is poor. To compete with them the company will have to maintain minimum two service engineers at every taluka place. That is going to increase the service cost by 25%.

Lease advise the company regarding

- (i) Feasibility of maintaining two service engineers to maintain service level at par with the local TV mechanics.
 - (ii) Option of better training facilities to be offered to those village mechanics and then to enter into service contracts with them.
6. Define sales promotion and discuss the scope of sales promotion. What are various methods of running sales promotion? (10)