

TILAK MAHARASHTRA UNIVERSITY
Masters of Business Administration (Distance)

Home Assignment - IInd year – Semester III

Marks : 80

Code : MDM 311

Note :

- * The Paper consists of two sections I & II
- * Attempt any 4 questions from Section I
- * Questions from Section I carry equal marks
- * Section II is Compulsory

Sales Promotion & Administration

Section I

- Q 1) What are the objectives of Consumer Promotion ? Explain different types of Consumer Promotion. (15)
- Q 2) Explain the qualities required in an effective Sales Head ? (15)
- Q 3) What factors affect the Organisational structures of Sales Department ? Describe different types of Sales Organisation Structures. (15)
- Q 4) Explain different assistance facilities provided for exports from India. (15)
- Q 5) Short Notes : (15)
- (a) Sales Meetings
 - (b) Portals
 - (c) Trade Promotion
 - (d) On the job training
 - (e) Discharge of a Contract

Section II

- Q 6) Case Study (20)

You have been appointed as a Sales Manager in “Mega” Retail Mall, at Pune. It is a newly opened Mall with all consumer goods.

Design a promotional activity which will boost the turnover. You are having an authority to offer discounts. Also design a strategy for Customer Retention.