



SN – 398

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V Semester B.B.M. Examination, November/December 2013
(2013-14 and Onwards) (Freshers)

BUSINESS MANAGEMENT

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

Time : 3 Hours

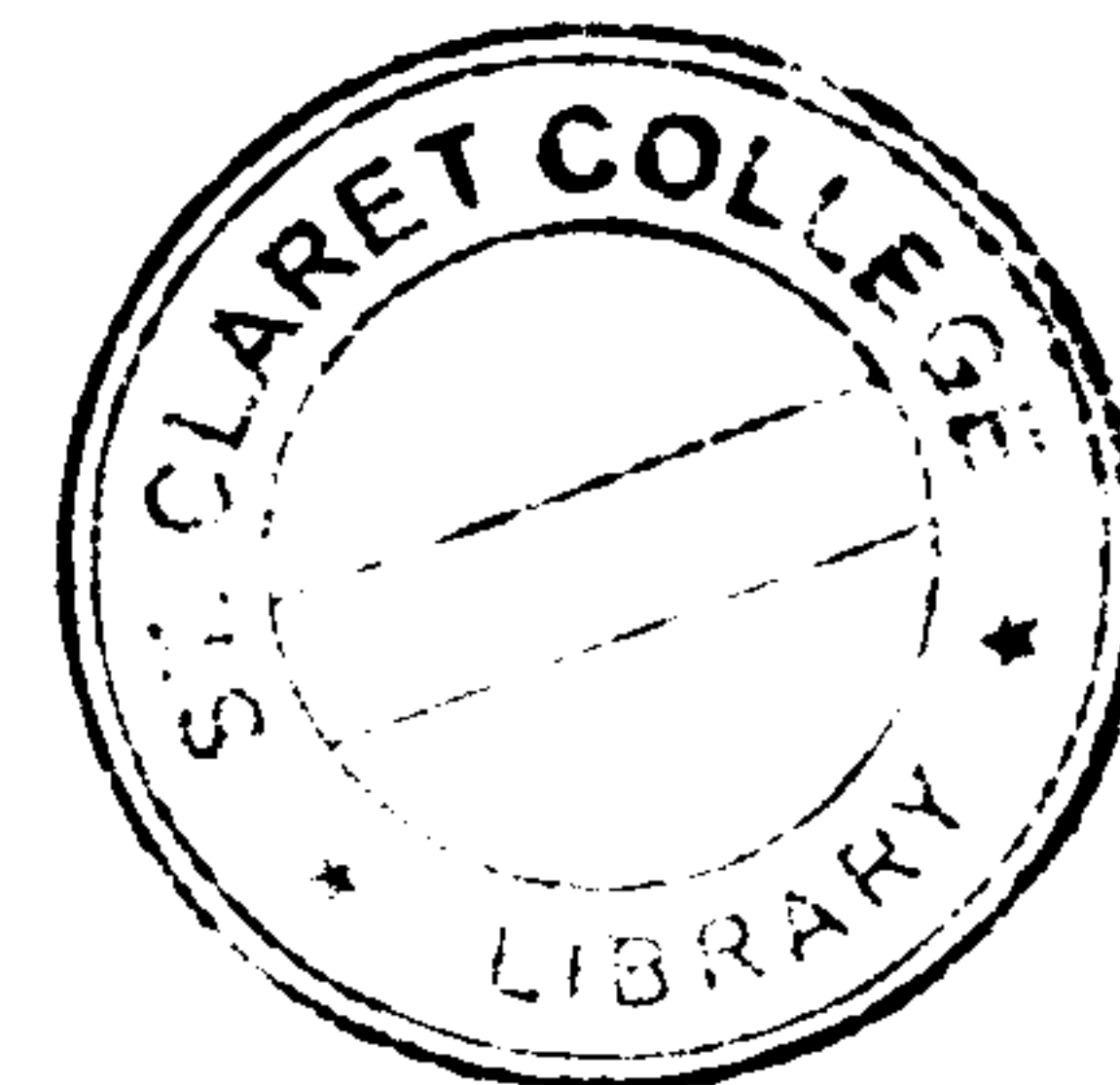
Max. Marks : 100

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

SECTION – A

Answer **any eight** sub-questions. **Each** sub-question carries **two** marks : **(8×2=16)**

1. a) What do you mean by new product ?
- b) What is test marketing ?
- c) What is packaging ?
- d) What do you mean by product line ?
- e) What is window display ?
- f) What is sales presentation ?
- g) State any two factors affecting channel choice.
- h) What is recruitment and selection ?
- i) State any four new callings of salesmen.
- j) Give the meaning of Hyper market.



SECTION – B

Answer **any three** questions. **Each** question carries **eight** marks : **(3×8=24)**

2. Discuss the strategies relating to product planning and development.
3. Comment on the qualities of a successful salesman.

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4. Explain how branding plays an important role in the formulation of marketing mix.
5. What are channels of distribution ? Indicate the relative importance of different channels.
6. Explain in brief the selection procedure for the selection of middle level sales personnel.

SECTION – C

Answer **any four** of the following. **Each** question carries **fifteen** marks : (4×15=60)

7. Why new products fail ? What are the critical forces influencing the management of products ?
 8. What do you mean by product life cycle ? Discuss the stages of product life cycle of a product.
 9. Why should a marketer study product related strategies particularly from the consumer angle of vision ? What are the benefits of such an approach ?
 10. Explain in detail the various sales promotions schemes and their objectives.
 11. Explain the role of wholesaler in the sales quota incentives.
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