

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 09

M.Sc.(SIM) (Sem.-2)

SALES & MARKETING MANAGEMENT IN SERVICES

Subject Code : PGS-104

M.Code : 22507

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.**
3. **SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.**

SECTION-A

1. **Write briefly :**
 - a) Prospects.
 - b) De-marketing.
 - c) Remarketing.
 - d) Product design.
 - e) After sale services.
 - f) Promotion cost.
 - g) Undifferentiated marketing.
 - h) Prospect management.
 - i) Strategies.
 - j) Performance indicator.

SECTION-B

2. Discuss the features of integrated marketing concept.
3. Distinguish between “Marketing” & “Market”.
4. Discuss various variables available for place mix.
5. Discuss various benefits of marketing Segmentation.
6. What is the process of sales management?

SECTION-C

7. What is green marketing? What are the benefits and problems of it?
8. What are products? How are they classified as per “tradition” AND “modern” methods?
9. What is Sales management? What are the functions of sales administrator?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.