

Total No. of Questions : 09

SALES & MARKETING MANAGEMENT IN SERVICES

Subject Code : PGS-104

M.Code : 22507

Time : 3 Hrs.

Max. Marks : 60

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

Q1) Answer briefly :

- a) Prospect Management
- b) Business to Consumer Marketing (B2C)
- c) Digital Marketing
- d) Sales Force
- e) Selling Concept of Marketing
- f) Target Market
- g) Production Concept of Marketing
- h) Advertising
- i) Sales Promotion
- j) Sales Planning

SECTION-B

- Q2) The emergence of call centers changed the Telemarketing Scene in India. Comment.
- Q3) “*The Target Marketing follows the Market Segmentation.*” Discuss.
- Q4) Discuss the various Product Positioning Strategies to beat out the competition.
- Q5) What are the various steps involved in Consumer Buying Process? Discuss.
- Q6) What is relationship marketing? Make a relationship marketing plan as per your knowledge.

SECTION-C

- Q7) Write short notes on the following :
- a) Personal Selling Process
 - b) Functions of a Sales Executive
- Q8) Discuss the various Sales Strategies to close the deal faster.
- Q9) “*Marketing starts with the needs identification of the consumers and ends with their satisfaction.*” Keeping the statement in mind, can you draw a relationship between Sales and Marketing?

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.