

PGDM (Insurance Business) 2013-15
Sales and Marketing Management
INS- 106
Trimester – I, End-Term Examination, September, 2013

Time allowed: 2½ Hours

Max Marks: 50

Roll No: _____

Instruction: Students are required to write Roll No on every page of the question paper, writing anything except the Roll No will be treated as **Unfair Means**. In case of rough work please use answer sheet.

Note : - Please be relevant and brief in your answers.
- Section C is compulsory.
- Do not write anything on this question paper except your roll no.

Section-A

There are 5 questions in this section. Attempt any 3 questions. Each question carries 5 marks.

- A-1. What are the different types of selling ? Explain Industrial Selling , Service Selling and Retail selling.
- A-2. What is span of control ? Why is it an important issue in deciding the design of Sales Organization ?
- A-3. What is Porter's five focus analysis ? Explain in brief.
- A-4. What are the five characteristics of services marketing ?
- A-5. Describe in brief the difference between intensive & diversified growth ?

Section-B

[Note: Answer 2 out of the 3 Questions below. Each Question carries 10 marks.

[2x10=20]

- B-1. What is job analysis ? what methods are followed while conducting a sales related job analysis ?
- B-2. What role does marketing research play in the decision making process of a marketing organization? Explain with examples.
- B-3. Explain the concept of product life cycle and identify the key characteristics that make up each of the stages.

P.T.O.

Section-C

Case Study (Compulsory)

Karadi Tales is one of the leading children's entertainment and knowledge products selling company in USA. It sells compact discs, books and educational materials, including computer games. The company wishes to enter in to Indian Market and plans to open a chain of retail stores specializing in creative toys and innovative learning materials for children. The company plans to target the upper middle class and upper class Indian living in metro cities and focus on customer service for competitive advantage.

The company plans to start with its operation in few select metro cities having potential to begin with and then going down to the state capital level. The company is open to follow a mix marketing plan to get its products introduced to the market.

Company had conducted a market survey earlier and the result showed that people were ready to offer up to Rs 5000 for the kit which consisted of the entire introductory range i.e. one disc , few educational materials and a computer game. The cost of this stuff would be around Rs 3000.

They have hired you as consultant set up the operation in your own metro town and seek your suggestion in terms of Setting up of the retail operation , Segmentation and selection of the target market and finally Hiring of the sales team.

The company is willing to invest a sum of Rs 1 Cr. And wishes to recover the investment in the first 2 years.

Pl prepare you brief marketing plan.

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