



VI Semester B.B.M. Examination, May/June 2010
(Semester Scheme)
BUSINESS MANAGEMENT (Elective – II) (Paper – I)
6.2 : Product and Sales Management

Time : 3 Hours

Max. Marks : 90

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

SECTION – A

1. Answer **any ten** sub questions, **each** carries **two** marks. **(10×2=20)**
- a) What is a product line ?
 - b) What is a Trade discount ?
 - c) What do you understand by Brand Extension ?
 - d) What is market potential ?
 - e) What do you understand by product positioning ?
 - f) What is meant by Trading up ?
 - g) What is differentiated market ?
 - h) What is 'You point' view of effective speaking ?
 - i) What do you mean by sales territory ?
 - j) State any two uses of sales forecast.
 - k) What is meant by prospecting ?
 - l) What is self liquidating premium ?

SECTION – B

Answer **any five** questions. **Each** question carries **five** marks. **(5×5=25)**

- 2. State the reasons for evaluation of sales promotion programme.
- 3. State the functions of marketing intermediaries.



4. Write a short note on the importance of Sales Quota.
5. Write an explanatory note on social and cultural influence on buyer behaviour.
6. Mention the factors affecting customer acceptance.
7. Explain the various product factors to be considered while analysing competitors.
8. Mention the functions of product line manager.
9. Explain in brief the different product strategies.

SECTION – C

Answer **any three** questions, **each** question carries **15** marks.

(3×15=45)

10. Explain the changes affecting product management.
 11. Explain the bases for market segmentation in detail.
 12. What is Test marketing ? Explain its principles and problems.
 13. Explain the consumer buying process in detail.
 14. Explain the various sales promotion tools.
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