

SNS 01

MMS I Semester 2007

Roll No:

Total No of Printed Papers: 1

Total No of Questions: 12

Maximum Marks: 60

Duration: 3 hours

Note: Answer any ten questions

1. Explain the purpose and importance of communication?
2. Discuss the ways the salesperson can attempt to identify the buyer needs
3. What are the main functions of distribution channel?
4. Critically analyze the sales strategies of Maruti Udyog Limited
5. What are the different aspects and methods of control of salesmen
6. If the product is right and the sales presentation is right, there is no need to close the sales. Discuss
7. Of what practical importance is the study of organizational buyer behavior to the personal selling function?
8. Differentiate between production, sales and marketing orientation?
9. Explain the fundamentals of successful selling techniques.
10. Discuss the role of electronic media in communications

11. Indian Government has implemented the scheme of Public Distribution System (PDS) for food grains and other essential consumer items. The main objective of this scheme had been to ensure the supplies of the essential consumer items to the "vulnerable" sections of society. However it has been found that the scheme has not been very efficient and many of the vulnerable sections of the society members couldn't avail of the services of this distribution system.

Indian Government is now proposing to launch a new Targeted Public Distribution Scheme (TPDS). This scheme shall be particularly targeted for the lowest income consumers. This scheme shall segment the lower and the higher segment consumers through separate ration cards and prices for the items sold.

- What marketing actions should be undertaken to ensure the success of TPDS?

12. Write short notes on

- a. Buyer Seller Dayads
- b. Good Remuneration Plan
- c. Channel Selling and Channel Objectives