

MMS-III
Marketing
Sales Management & Sales Promotions

01-11-2010

Roll No:

SMSP 03

Total No. of Printed Pages: 3

Duration: (2 Hrs)

Maximum Marks: 30 Marks

Paper 1

NOTE: Please read the questions carefully before answering. Keep the answers short and address the question clearly. Write in legible and easy to read handwriting. Please manage your time well so that you can complete the paper in time. Marks for each question are mentioned to help you plan

1. Define (ANY 5)

10 Marks total – 2 Marks each

- a) Sales Management
- b) Sales Potential
- c) Trade Allowance
- d) Trade deals
- e) Routing & Scheduling
- f) Prospecting

2. Answer any 2 of the following questions. 10 Marks total – 5 marks each

- a. What is personal selling? How is relationship selling is different from transactional selling?
- b. What is sales forecasting? Describe any one qualitative method of sales forecasting & indicate its advantages & disadvantages.
- c. What is sales promotion? What are the different types of sales promotion types? Suggest a promotional strategy for any two of the following:
 - i. Color Television
 - ii. Detergent Powder
 - iii. Mobile Phones
 - iv. Branded table salt
- d. What is sales territory? Why do firms establish sales territories? Can you think of a reason why a firm may NOT have sales territories?

3. Consider the following situations and answer the questions. Please be brief. 4 Marks total – 2 Marks each

1. You are appointed as a branch manager by Crocodile Products at Pune for selling Crocodile Brand of shirts, Trousers, T-shirts, innerwear & accessories. This is a new branch, covering Western Maharashtra. For deciding the expenditure budget for each item of selling expenses, which of the following methods would you use and why?
 - a. Percentage of sales method
 - b. Executive judgment Method
 - c. Objective & task method
2. Describe the sales promotion scheme for the following objectives:
 - a. Launch of a new product and increase product trial
 - b. Encourage repeat purchase of a brand

CASE STUDY SECTION: Please read the case carefully, while you may have read it in the past, there can be new information. Only the information listed here should be used. Any assumptions made must be clearly defined in your answer – 6 Marks Total

The Pizzaz Bowl – Sales Promotion for Pizza Birthday Hungama

Pizzaz Bowl has a sense of occasion, of being there at the right time. Be it a heart shaped pizza on Valentine's Day or a special promotion during the cricket world cup, Pizzaz Bowl is on the ball – with eye catching promotions. They develop innovative Pizza Birthday Hungama menu for birthday parties package exclusively for kids in the 6-10 years of age groups. The marketing manager of Pizzaz Bowl said "There is a specific reason to cater to this segment". Though at this age children are under their parents guidance they perceive themselves to be teenagers and have the ability to choose or demand a particular brand of their own choice.

Innovative promotional activities and a popular logo have helped Pizzaz Bowl expand. They believe on not just offering a great pizza but also on providing a great experience filled with excitement and excellent customer service. They also emphasized on the customer focused operations. Intensive research was done to identify customer needs and satisfaction. They conducted psychographic research on the Indian consumer that led to the use of cartoon characters in

campaigns. The campaigns created are eye catching with cartoon characters on the mailers, hoardings and print advertisements where the cartoon characters are aimed at matching the varying moods of kids.

The Indian Market Research Bureau (IMRB) also carried out regular surprise checks at the different outlets to monitor the quality of service. Moreover a regular test, CHAMPS (Cleanliness, Hospitality, and Accuracy of order, Maintenance, Product quality and Speed of service) is conducted.

The company says that its Pizza Birthday Hungama birthday package is full of fun and excitement. What is unique in the package is the nominal price of Rs 125 per child that offers much more than only goodies in the main menu. The birthday party included a well decorated area within the Pizzaz Bowl outlet with several gifts for the children. Moreover the party is conducted by a trained host with lots of games, Prizes and special gifts for the birthday child. Pizzaz Bowl better known as a family restaurant takes the onus of relieving parents of the cumbersome job of cleaning up the mess after the kiddies have enjoyed themselves thoroughly.

The Pizza Birthday Hungama menu on the other hand includes a wholesome delicious meal and free gift for the child. The menu has been intricately designed with pictorial games. A free set of crayons is provided to keep the children occupied while their parents dine.

Questions:

1. What factors in your opinion are favorable to make Pizzaz Bowl sales Promotion successful?
2. Suggest two promotions to attract more customers. Give your reasons for suggesting specific promotions.