

VPM's
DR VN BRIMS, Thane
Programme: MMS (2014-16)
Third Semester (Marketing) Examination October 2015

Subject	Sales force Management & Sales Promotion		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	2	Date	27.10.2015

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.

Q1) 20 Marks (Compulsory)

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

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 work cup, Pizzaz Bowl is on the ball – with eye catching promotions. They develop innovative Pizza Birthday

Hungama menu for birthday party's 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 parent's 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 is Sales Promotion? What factors in your opinion are favorable to make Piz-zaz Bowl Sales Promotion successful?
2. Suggest any two Sales promotions to attract more customers. Give your reasons for suggesting specific promotions.

Attempt Any FOUR from the Remaining SIX Questions

Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) 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?
 1. Percentage of sales method
 2. Executive judgment Method
 3. Objective & task method
- b) What is sales budget? What are the characteristics of sales Budget?
- c) Define sales planning. Discuss the various levels of planning.

Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Discuss methods of sales training and its benefits.
- b) What is sales territory planning? What are different ways of territory planning?
- c) Devise a compensation plan for the newly appointed sales person for the large FMCG organisation

Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Sales promotion can be a source of short term to medium term competitive edge for an organization. Discuss with suitable examples
- b) What is the importance of personal selling? Describe personal selling process?
- c) What is sales forecasting? Describe any one quantitative method of sales forecasting & indicate its advantages & disadvantages.

Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Suggest a promotional strategy for any two of the following:
 - i. Refrigerator
 - ii. Branded edible oil
 - iii. Shampoos
 - iv. Kids Toys
- b) Define sales Management & discuss its objectives
- c) Analyze the changing role of sales executive.

Q6) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

Define the following

- a) Sales Budget & Span Of Control
- b) Trade Promotion & Sales Coupon
- c) Job Description & Job analysis

Q7) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Describe the sales promotion scheme for the following objectives:

- i. Deflect customer attention from price
 - ii. New Product launch
- b) What is sales forecasting? How, when and why do you do it?
- c) Define sales organization & its importance.