

JIP marketing

FM 401

FM 305



M.B.A. (Semester – III) (Under Distance Learning)
Examination, December 2016
SALES AND DISTRIBUTION MANAGEMENT

Date : 08-12-2016

Total Marks : 70

Time : 2.30 p.m. to 5.30 p.m.

Instructions : 1) Answer **any 5** out of 7 questions.
2) **All** questions carry **equal** marks.

1. Explain the concept of sales. Elaborate evolution of sales over time.
2. What is MBO ? How is it related to performance and efficiency enhancement amongst the sales people ?
3. What is personal selling ? How personal selling helps in building customer relationship ?
4. Which is the sales compensation packages provided to the salesman ?
5. What functions does wholesaling in propagating the sales process ?
6. What is Channel management ? What are channel conflicts and how to resolve them ?
7. Elaborate the personal selling process with suitable examples.



FM 305

Masters of Business Administration (MBA) (Semester – III)
Examination, December 2016
(Under Distance Learning)
MARKETING RESEARCH

Date : 11-12-2016

Time : 2.30 p.m. to 5.30 p.m.

Total Marks : 70

Instructions : 1) Answer **any 5** from the following.
2) **All** questions carry **equal** marks.

1. Describe the multidisciplinary nature of marketing research.
 2. What is meaning of editing data ? What is the purpose of editing data ?
 3. What are the uses of marketing research in decision making ? Illustrate your answer with suitable example.
 4. Explain probability and non-probability techniques of sampling.
 5. What do you mean by multivariate analysis ? Explain how it differs from bivariate analysis.
 6. What is scaling ? Describe important scaling technique.
 7. Write short notes on :
 - a) Research in advertising decision.
 - b) Exploratory research.
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FM 504

M.B.A. (Semester – III) Examination, December 2016
(Under Distance Learning)
MARKETING OF SERVICES

Date : 7-12-2016

Time : 2.30 p.m. to 5.30 p.m.

Total Marks : 70

Instructions : 1) Answer **any 5** from the following.
2) **All** questions carry **equal** marks.

1. What do you understand by service ? Discuss various categories.
2. What do you understand by financial services ? Discuss various types.
3. What is hospital marketing mix ? How it is significant to make strategies ?
4. What are the reasons behind growth of hotel industry in India ? What are the emerging trends in it ?
5. Give an insight on Indian travel and tourism industry with an example.
6. Compare and contrast the growth in broadcasting sector with reference to the print media.
7. Write short notes on :
 - a) Brand differentiation and positioning.
 - b) Carrying cost of inventory.



FM 403

**M.B.A. (Semester – III) (Under Distance Learning)
Examination, December 2016**

RETAIL MANAGEMENT

Date : 6-12-2016

Time : 2.30 p.m. to 5.30 p.m.

Total Marks : 70

Instructions : 1) Answer **any five** questions.
2) **All** questions carry **equal** marks.

1. Who is a Retailer ? State and elaborate the functions of a retailer. Explain significance and importance of retailing.
 2. What is the retail consumer decision making process ? Explain with the help of appropriate examples.
 3. State the retail marketing strategy with elaborated examples.
 4. Explain the ways of loss prevention and store efficiency management.
 5. State the importance of supply chain management in retail. Mention the significance of Inventory and Warehousing Management.
 6. State the nature and characteristics of Services Marketing. What are the various problems in retailing of services ?
 7. Write in brief, evolution of retail formats. State the various theories of retail developments.
 8. Short notes (answer **any 2**) :
 - a) Factors influencing retail consumer.
 - b) Evolution of merchandising.
 - c) Merchandise pricing.
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