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			(3 Hours)	[Total Marks : 100	
N.B.	1000				
		(2) Attempt any four questions from the remaining six questions. (3) Illustrate your answer with example wherever possible.			
	6.	3) Illustrate y	our answer with example wherever	Jossibie.	
1.	(a)		ctors that influence consumer behaviour	? What is the importance	10
		of study of consumer behaviour in marketing?			-
	(b)	 Discuss sales and marketing management with sketches and differentiates sales and marketing. 			10
	(a)	What are the d	ifferent marketing strategies to the intro	duction, growth, maturity	10
			product Life Cycle ?		
	(b)		Brand Strategy Decisions ?		5
	(c)	Explain with es	kample "Market Challenges Strategies		5
3.	(a)		nderstand by the terms :		10
	42000	(i) AIDCA	(ii) EAR (iii) IENS (iv) AA actors to be considered in selection ((AI (v) TOP.	10
	(b)	product examp		of distributor / Give one	1 %
		product example.			
4.	/al	What are the c	ualities necessary for a good effective	salesman ?	7
	(b)		portance of distribution in marketing		7
	(c)		essential qualities for a dealer.	•	6
			100		
5.	(a)		of Media planning in advertising? Dis	cuss how media planning	1.0
		is done in toda	ys ever expanding media options.		
	(b)	Discuss variou	s aspects of Market Research.		10
6.	(a)	Discuss differe	ent types of products with examples.	O Maria and a market	10
	(p)		understand by market segmentation	? How would do market	1.0
		segmentation			
		(i) Television	(ii) Two wheeler vehicles.		
7.	Wyri	te short notes o	on any four :		20
		 Marketing Et 			
	100) Motivation R			
) Media Plann 			
	100	 Advertiseme 		4	
		 Brand Equity 			
	(f) Advertizing I 	Budget.		

Sales Management N6 June Question Paper 2014

J Elliott

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