

**CREDIT BASED SIXTH SEMESTER B.B.M. DEGREE EXAMINATION APRIL 2013**  
**BUSINESS MANAGEMENT**  
**MARKETING MANAGEMENT – III**  
**Advertising and Sales Management**

Time: 3 Hrs

Max. Marks: 120

**SECTION – A**

**Answer any Three questions.**

**3 x 20 = 60**

1. What are the different methods of determining advertising budget appropriation?
2. Explain the different methods of compensating ad-agency's.
3. What is meant by Advertising? What are the various functions of Advertising? State the stages in advertising communication.
4. What are the various post-testing methods of measuring advertising effectiveness?

**SECTION – B**

**Answer any Five questions. (Case is compulsory)**

**5 x 10 = 50**

5. What are the various factors to be considered in selecting an advertising agency?
6. Explain the Nature and Role of advertising.
7. What are the various off – the – job techniques of training sales force?
8. Explain any two types of ad – agencies.
9. What are the various problems in media planning?
10. Case study.

Brad has one way, and only one way, of handling every sales situation at Georgia Auto Supply – no matter which customer, prospect, product, or application. He tackles all in exactly the same way. It's almost as if he works according to a formula. He's totally confident! As his manager, you sincerely believe Brad' sales productivity could leap significantly if he didn't always have his mind fixed on one course of action. However, he has formed a behavioral pattern that has become a habit. From time to time his approach to selling works great. You don't understand why he doesn't take an adaptive selling approach, treating each customer uniquely. After all, your monthly sales meeting always stress this approach Brad has participated in numerous role plays about treating each customer differently.

Questions:

1. Why doesn't he use the training?
2. What are you going to do?

**SECTION – C**

**11. Answer all the questions:**

**10 x 1 = 10**

- a) What is meant by salesmanship?
- b) What is headline in an advertisement?
- c) State any 2 advantages of newspaper advertising.

- d) What is meant by emotional appeal of advertising?
- e) What is meant by role play?
- f) What is DAGMAR?
- g) What is AIDA?
- h) Mention any 2 on – the job training methods.
- i) What is an Ad – copy?
- j) Define advertising.

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**BBM 605.2**

**Reg. No. ....**

**CREDIT BASED SIXTH SEMESTER B.B.M. DEGREE EXAMINATION APRIL 2013  
BUSINESS MANAGEMENT  
MARKETING MANAGEMENT – IV  
Services Marketing**

**Time: 3 Hrs**

**Max. Marks: 120**

**SECTION – A**

**Answer any Three questions.**

**3 x 20 = 60**

1. Explain the elements of service marketing mix with appropriate example.
2. “Price is an indicator of service quality”. Elucidate and explain the various approaches to pricing.
3. What is Market Segmentation? Discuss how market segmentation can be used for services?
4. What are the stages of New Service Development?

**SECTION – B**

**Answer any Five questions. (Case is compulsory)**

**5 x 10 = 50**

5. Explain the concept of service marketing triangle?
6. Write a note on “Waiting Line Strategies”.
7. Describe the various demand patterns.
8. Explain the differences between product marketing and service marketing.
9. Explain the importance of customer role and strategies for enhancing customer participations in service delivery.
10. Case study.

Messers Gautam Motors had been in existence for nearly thirty years. The company traditionally was dealing with a brand of commercial vehicles in the light and medium vehicle category. The operations involved marketing, sales, warranty servicing and spare parts supply, and non – warranty servicing of vehicles including body working, denting, painting, etc.

Over the years, the market for such medium – sized commercial vehicles remained static. The phenomenal growth in the motor car market prompted the company to give up its existing commercial vehicle dealership and switch over to another principal dealing with passenger cars and other light passenger vehicles. The passenger car market in India had transformed into a buyer’s market. Not only was the competition between different car manufacturers quite intense but the competition between two dealers of the same vehicle manufacturer was also keen. Most of the automotive companies preferred to have multiple dealerships in large urban areas. Such inter – dealer competition was deemed essential by most vehicle manufacturing companies.

Mr. Agarwal, one of the owners/directors of the company, was thinking about the quality policy during the period of switch over. During a meeting of all relevant executives held at

his behest, the issue of service quality was discussed extensively. While Gautam Motors had a long standing reputation as a commercial vehicle dealership the question arose whether the same techniques of success could be used in the car market.

What should be the formal goals of our quality policy, asked Mr. Agarwal during the meeting would the change of clientele and business from commercial vehicles marketing to passenger cars marketing mean a dramatic change in the service policies? How would we plan to implement an excellent service quality policy? Will it require a different set of skills from those acquired during the commercial vehicles marketing?

Is the reputation of the principal company the main factor in the decision to buy a particular brand of car? If so, excessive expenses and elaborate measures taken by the dealer would be superfluous. Therefore, what should be the major areas of focus in the quality field for the newly formed dealership? How different will it be from the previous quality control efforts?

Mr. Jayesh, a marketing executive, felt that the quality control process will have to be applied to each area of the business such as marketing and sales, vehicle financing, pre – delivery inspection, warranty servicing, warranty repairs, general workshop repairs, etc. He felt that elaborate inspection procedures and development of quality norms was most essential to enhance the reputation in the motor car market.

Questions:

1. Identify the old and new customer segments and needs of each new segment.
2. Identify the specific concerns of the customers in each of the service areas.

#### SECTION – C

11. Answer all the questions:

10 x 1 = 10

- a) Define service quality.
- b) What is Technographic Segmentation?
- c) What is CRM?
- d) What is meant by ‘customer perception’?
- e) What are service Blue Prints?
- f) What do you mean by latent demand?
- g) What is zone of tolerance?
- h) What is emotional labour?
- i) What do you mean by cost based pricing?
- j) What is service leadership?

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BBM 605.1

Reg. No.

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**CREDIT BASED SIXTH SEMESTER B.B.M. DEGREE EXAMINATION  
APRIL 2014**

**BUSINESS MANAGEMENT**  
**MARKETING MANAGEMENT – III**  
**Advertising and Sales Management**

**Time: 3 Hrs**

**Max. Marks: 120**

**SECTION – A**

**Answer any THREE questions**

**3x20=60**

1. Explain the Role of Advertising Agency and what are the different types of Ad-Agencies?
2. What are the different methods of Post Testing used to measure Advertising Effectiveness?
3. What is an Advertising Budget? Explain the different methods of determining Advertising Budgets?
4. What are the different methods used in compensating sales force?

**SECTION – B**

**Answer any FIVE questions. Case is compulsory**

**5x10=50**

5. Define Ad-copy. What are the essential features of a good copy?
6. Describe the various steps in preparing a sales budget?
7. Explain the methods of training the sales force.
8. What are the main considerations to be kept in view in Media Selection Explain?
9. What is Sales forecasting? Relate sales forecasting to product life cycle?
10. Case Study.

A health drink called Malt-K was manufactured by a company based in Mumbai. This beverage was consumed by children during lunch hour at School. This company also manufactured several beverages of which Malt-K had the most market share. The taste was liked by children and most parents bought it. It was reasonably priced and was available in packets and jars. After successfully selling this product for ten years like any other product this product too showed signs of decline. Concerned by this the company stepped up its advertisement using multiple media. Ad was given in children's magazine. Essentially TV as a media using sports channel was chosen to show the benefit of consuming this drink by children, since sports channel was very popular. The company also found that though there was competition it was not a threat. However in the light of declining trend, the company wanted to give new lease of push to the product. Therefore they decided to introduce some promotion measures so as to increase the sales

- a) Suggest promotion measures to boost the sales
- b) Describe the Ad campaign that you would undertake to extend the life of the product.

**SECTION – C**

**11. Answer all questions**

**10x1=10**

- a) Define Advertising.
- b) What is an In-House Ad-Agency?
- c) What is meant by consumer sales promotion?
- d) What is Humour Appeal in Advertising?
- e) What is a jingle?
- f) Define Ad-copy.
- g) What are the elements of promotion mix?
- h) What is an Interactive Media?
- i) What is meant by direct marketing?
- j) What is meant by Salesmanship?

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**BBM 605.3**

**Reg. No.**

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**CREDIT BASED SIXTH SEMESTER B.B.M. DEGREE EXAMINATION**

**APRIL 2014**

**BUSINESS MANAGEMENT**

**MARKETING MANAGEMENT – IV**

**Services Marketing**

**Time: 3 Hrs**

**Max. Marks: 120**

**SECTION – A**

**Answer any THREE questions**

**3x20=60**

1. “Traditional marketing is also applicable to services. The only difference is that it has to be applied to the service sector”. Comment.
2. Consumers often exhibit distinctive behavioural patterns in relation to purchase of services”. Discuss.
3. Explain the steps in new service development process.
4. Explain the customer’s role in service delivery. Explain the importance and strategies for enhancing customer’s role in service delivery.

**SECTION – B**

**Answer any FIVE questions. Case is compulsory**

**5x10=50**

5. Write a note on employee role in service designing.
6. Explain the GAP models of service quality.
7. Explain the process of Market Segmentations.
8. Write a note on service blue prints.
9. Explain the Approaches to pricing services and strategies.

## 10. Case Study.

Naivedyam opened as a lunch and snack joint in the newly developed office area in Gurgaon, near New Delhi. The area of Gurgaon developed when a number of new business made it their home, away from the high property prices of New Delhi. The boom in the medical transcription and call center business enabled a number of new startup companies to prosper. The main investment of these types of companies was in real estate, in the form of offices. These companies prospered using English-speaking college graduates available in adequate numbers at salaries that are not too high. The companies also provided rudimentary computer and phone handling training.

In addition, a number of well-established companies moved away from Delhi to the Gurgaon area to reduce the cost of office accommodation and cost of residential accommodation and living expenses for their employees. A majority of the employees of these companies were unmarried fresh graduates.

About a year after Naivedyam opened, Jagdish Kapoor, the owner, was contemplating on business expansion. During one of the lean periods in the afternoon, he was with his wife, Rekha, and his assistant, Manish. 'We are getting a lot of complaints from the customers about the time it takes to serve the lunch,' said Manish. 'But we are working so hard in the kitchen despite the Delhi heat,' said Rekha. 'We really cannot serve any faster,' she added. 'It's not your fault', said Jagdish, 'our business has grown by leaps and bounds in a year. However, I have just heard that a new restaurant is going to open in the neighbouring building. Therefore, we may have to think of expanding and improving our facilities to stay in the competition.' 'We should go in for top class décor, fancy designer furniture, and swanky chairs. That would really push us upmarket', said Manish. 'Moreover, we will be able to charge much better prices for the food we serve. We can even buy new monogrammed ceramic cutlery to give us that distinct look, and have a well-dressed cashier with a computerized machine to take care of the money transactions.'

'We can buy some new kitchen equipment with electric tandoor, stainless steel pots and pans and perhaps even the new Italian design smoke extractor. Many a time, customers do tend to complain about the charcoal smoke', added Rekha.

'We can hardly afford to do all these things without borrowing a large sum of money from a financier. Even if we managed to do all that, we would have no choice but to either increase the charges considerably or reduce the food portions and economize in many other ways. We may even have to charge extra for the additional portions of dal or subzi that is currently free of charge for the fixed thali customers', said Jagdish. 'I wonder if the crowd of office-goers who are our main customers will be able to afford all that. I always thought their main need was to be fed a substantial meal, as they are all very young and work long hours. I think they like our food because we serve healthy home-like food at prices that they can afford at their salary level. Deciding how to go about this expansion is a real problem'.

1. Describe the characteristics of the current clientele vis-à-vis their food needs during the working hours.

2. What would be the desired and adequate levels of service? What level of service would you plan to deliver?
3. Based on your analysis and given the shortage of the funds, can you suggest what should be the main elements of the planned investment? Which investments can be avoided and for what reasons?

**SECTION – C**

**11. Answer all questions**

**10x1=10**

- a) Define Service marketing.
- b) What is service marketing triangle?
- c) What do you mean by zone of Tolerance?
- d) Mention the types of service research.
- e) What do you mean by retention strategies?
- f) What do you mean by service leadership?
- g) Define service quality.
- h) Who is an emotional labour?
- i) What is productivity trade off?
- j) Write any two differences between goods and services in marketing.

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**BBM 605.1**

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**CREDIT BASED SIXTH SEMESTER B.B.M. DEGREE EXAMINATION  
APRIL 2015**

**BUSINESS MANAGEMENT**  
**MARKETING MANAGEMENT – III**  
**Advertising and Sales Management**

**Time: 3 Hrs**

**Max. Marks: 120**

**SECTION – A**

**Answer any THREE questions**

**3x20=60**

1. What is an Advertising budget? What are the methods of determining Advertising appropriation?
2. What is an Advertising copy? Explain the objectives and requisites of an effective Ad-copy?
3. What factors a Sales Manager should consider while selecting a mix of motivational tool? Explain briefly the different motivational tools that are available to the sales manager.
4. What is an Advertising Agency? What are the methods of compensation of Ad- Agency?

**SECTION – B**

**Answer any FIVE questions. Case is compulsory**

**5x10=50**

5. Define Advertising? Explain its Role and objectives?
6. Explain the Post testing techniques of evaluating advertising effectiveness.
7. Explain the qualities of a good salesman.
8. Which tool out of the four tools of promotion is best suited to the Marketers of the new millennium?
9. What are the main Considerations to kept in view in the Media selection? Explain.
10. Case Study.

A health drink called Malt-K was manufactured by a company based in Mumbai. This beverage was consumed by children during lunch hour at School. It also manufactured several beverages of which Malt-K had the most market share. The taste was liked by children and most parents bought it. It was reasonably priced and was available in packets and jars. After successfully selling this product for 10 years like any other product, this product too showed signs of decline. In the light of declining trend, the company wanted to give new lease of life to the product.

Questions:

- a) Describe the Advertisement campaign that you would undertake to extend the life of the product.

**SECTION – C**

**11. Answer all questions**

**10x1=10**

- a) What is meant by PACT?
- b) What is DAGMAR?
- c) What is direct Marketing?
- d) What meant by salesmanship.
- e) What are the elements of Sales promotion?
- f) What is Advertising Appeal?
- g) Distinguish between marketing and Selling.
- h) What is meant by Jingles in Advertising?
- i) What is meant by colloquial copy of an Advertisement?
- j) What is Sales Forecasting?

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BBM 605.3

Reg. No.

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**CREDIT BASED SIXTH SEMESTER B.B.M. DEGREE EXAMINATION  
APRIL 2015  
MARKETING MANAGEMENT – IV  
PAPER –IV: SERVICE MARKETING**

**Time: 3 Hrs**

**Max. Marks: 120**

**SECTION – A**

**Answer any THREE questions**

**3x20=60**

1. Define service Marketing. What is service marketing Mix? Explain the components of service marketing mix.
2. How do consumers develop perception? Explain the relation between consumer expectations and perception.
3. Explain the types and stages of New Service development process.
4. How to match service promises with delivery? Explain the various strategies.

**SECTION – B**

**Answer any FIVE questions. Case is compulsory**

**5x10=50**

5. Explain the importance and strategies for enhancing customer's role in service delivery.
6. Explain the service marketing triangle concept.
7. Explain the process for developing customer defined standards.
8. Write a note on service positioning on the five dimensions of service quality.

9. Explain the process of Market Segmentation.

10. Case Study.

#### Orkin Extermination and the Service Life Cycle

When Otto Orkin began selling “rodenticide” in 1901, pest control as a business was a relatively new idea. Peddling his wares door-to-door, “Otto the Rat Man” ushered in a burgeoning industry in the introductory stage of the service life cycle. Today, Orkin founded, is a half billion –dollar-per-year firm competing in a much more mature market. “We’re in a highly competitive market”, says Larry Spruill, Orkin’s vice president of sales. As a result, the company, the largest in the pest-control industry, has developed a number of strategies to maintain its competitive advantage.

One way to maintain a competitive edge is to develop a service package sustainable competitive advantage by adding complementary services to the firm’s core business. Besides killing bugs Orkin will tend its customer’s lawns, install and monitor security systems in their homes, and for commercial customers, provide and maintain green and flowering plants in their business. Customers who sign up for one of Orkin’s services are then targeted for “Cross-marketed” for other Orkin services.

Such cross –marketing, however, requires continuous improvement in technical and functional quality. In other words, if customers are unhappy with one job Orkin does they’re not likely to sign on for another. Because all of the company’s 300-plus pest control branches are company owned, Orkin believes it provides more consistent service than its competitors. It maintains a toll-free, 24-hour customer hotline, and has determined through surveys and other research that 98% of its customers are satisfied.

In addition, the company recently began a manager mentor program to retain its sales personnel. “We’re like every direct sales company in that we have a turnover problem,” says Spruill. Retention is now up 10%, and employees are closing more sales.

To improve its market position, Orkin closed 11 lawn care divisions in northern states and began concentrating on the more profitable Sunbelt region. They also started targeting women in their advertisements and promotions. An Orkin ad campaign that heightened brand awareness by featuring a robotic reach killer was revised. The new orkin ads featured a female robot instead of a male.

Challenges constantly creep up on Orkin, though for example, the company commercial plant-care division’s hasn’t done as well as expected, and recently an unusually cold winter and spring dampened the revenues of the pest control division.

1. Orkin has added complementary services to remain competitive in a mature market. What is your evaluation of this strategy? What other steps could Orkin take to improve its market position?
2. What do you think Orkin’s competitive advantage currently is? What do you think it should be?
3. What defender strategies can Orkin use to prevent service Master’s lawn service companies from gaining greater market share?

**SECTION – C**

**11. Answer all questions**

**10x1=10**

- a) Write any two differences between goods and services in marketing?
- b) What do you mean by Zone of Tolerance?
- c) What is service Blue print?
- d) What are Retention Strategies?
- e) What do you mean by service positing?
- f) How to create service vision?
- g) Who is an emotional labour.
- h) What is latent demand?
- i) What is productivity trade off?
- j) What are the approaches to pricing services.

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