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MASTER OF COMMERCE (M.COM)
EXAMINATION: DECEMBER - 2023
THIRD SEMESTER
Sub: Sales Promotion and Administration (MCM-312)

Date: 09/12/2023

Total marks: 100

Time: 2.00 pm to 5.00 pm

Instruction: 1) All questions are compulsory. 2) Figures to the right indicate full marks.

Q. 1 Answer the following questions. (Attempt any two) (30)

1. What is the role of Internet in the marketing of services?
2. Describe the PZB Gap Model with diagram.
3. Explain services market segmentation.
4. Explain Performance Measurement

Q. 2 Answer the following questions. (Attempt any three) (30)

1. Explain the five key service quality dimensions with the help of suitable examples.
2. In Services Marketing, 'Internet is playing a critical role'. Justify this statement with the help of suitable examples.
3. Explain in brief the concept of 'Service Profit Chain.'
4. Elaborate the critical role of 'Physical Evidence' in Services Marketing.
5. Discuss the vital importance of Internet as a Promotional Tool.

Q. 3 Write short notes. (Attempt any four) (20)

1. Importance of 'Services Marketing Triangle' for services marketers.
2. Role of 'Physical Evidence' in services marketing
3. Objectives of setting a Sales Organization.
4. Essentials of the good sales trainer.
5. Advantages of allocating Sales Territory to Salesman
6. Benefits of Self Service Technology

Q. 4 A. Answer in one Sentence (Attempt any five) (10)

1. Define sales contest?
2. Which is the most modern media of advertising?
3. Define sales promotion?
4. Which is the most popular search engine?
5. Which is the first step of a sales manager to control the sales force?
6. Define planning?
7. Define sales budget?

B. Select the correct Alternatives (Attempt any ten)

(10)

1. Planning, Direction and -----of Personal selling is termed as Sales Management.
a) Protection
b) Promotion
c) Contract
d) Control
2. The meaning of 'Caveat Emptor' is 'Let the -----Beware'.
a) Buyer
b) Agent
c) Seller
d) All of the above
3. A ----- occurs where a party to a contract fails to perform, precisely and exactly, his obligations under the contract.
a) honoring of contract
b) breach of contract
c) retention of contract
d) None
4. The traditional method of Sales training is through -----.
a) Lectures
b) Programmed Learning
c) Video conferencing
d) Case discussion
5. Trade promotional schemes are offered by marketers to -----
a) Consumers
b) Retailers
c) Employees
d) None of the above
6. An ----- carries the topics of debate, discussion and dissemination.
a) Objective
b) Assessment
c) Evaluation
d) Agenda
7. The Contracts where there is no expression are called----- contracts.
a) Immediate
b) Internal
c) Implied
d) Inbound
8. Apart from the basic 4 Ps, there are -----more extended Ps of Services Marketing Mix.
a) 2
b) 5
c) 3
d) 6
9. Nature of service is -----.
a) Intangible
b) Tangible
c) Physical
d) All of the above
10. The ability to perform promised service dependably & accurately is called -----.
a) Responsiveness
b) Empathy
c) Reliability
d) None of the above
11. Services high in Search qualities are ----- to evaluate.
a) Easiest
b) Relatively difficult
c) Most difficult
d) Difficult
12. After the failure in delivery of the service by the service provider, he should go ahead for ---

a) Service recovery
b) Service rejection
c) Service restoration
d) None