

Roll No. 

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Total No. of Pages: 03

Total No. of Questions: 10

**MBA (Sem. – 4)**  
**INTEGRATED MARKETING COMMUNICATION AND SALES  
MANAGEMENT**

Subject Code: MBA-923-18

M Code: 77808

Date of Examination: 16-12-2022

Time: 3 Hrs.

Max. Marks: 60

**INSTRUCTIONS TO CANDIDATES:**

1. SECTION-A is COMPULSORY consisting of EIGHT questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV. Student has to attempt any ONE question from each Sub-section carrying EIGHT marks each.
3. SECTION-C is COMPULSORY carrying TWELVE marks.

**SECTION-A**

1. Write short notes on:
  - a) Communication process
  - b) Advertising appeals
  - c) Tools of public relations
  - d) Components of internet advertising
  - e) Types of sales organization
  - f) Personal selling
  - g) Showroom and exhibition
  - h) Types of salesman

**SECTION-B**

**UNIT-I**

2. What is IMC planning model? Explain the steps involved in developing IMC programme.
3. What is creativity? Briefly discuss various elements of creative strategies and its implementation.

## UNIT-II

4. What do you understand by measurement in advertising? Discuss various methods used for evaluation with example.
5. Discuss:
  - a) Advantages of direct marketing
  - b) Global environment in advertising

## UNIT-III

6. What are the objectives of sales management? Discuss the concept of sales management and control in detail.
7. Write a detailed note on sales related marketing policies with example.

## UNIT-IV

8. What are sales operations? Explain various types of sales operations with example.
9. Who is sales manager? Discuss the qualities and functions of sales manager in detail.

## SECTION-C

### 10. Case Study: Consumer Orientation

Company-Scope Inc., founded in 1993, was a high-technology products company. The company specialised in making electronic measuring devices for process control, communication and instrumentation industries.

It was largely an owner-managed company. The President of the company, who himself was an inventor, had raised enough capital to finance expanding operations. A major oil company had recently supplied capital in exchange for a minority share in the company. The growth in business was enormous in the last four years. The company's R&D had made several innovative changes to give Scope an excellent reputation in the industry. The business growth, however, came because of Scope's new technical advance. The company essentially responded to the customer demand. In 1998, several other companies entered the field with similar products. One of them, 100 percent subsidiary of a major multinational oil company, was especially aggressive in marketing the devices. It had invested in automatic production line and beat the prices of Scope in the market place acquiring a considerable market share within two years. In 1993, it was estimated that Scope and its major competitor each held 30 percent market, while 10 smaller companies had the rest of the market. Recently, it was rumoured that Japanese had come up with a major technological breakthrough that would lower the prices of the electronic measuring devices to half.

Marketing Concept-The Executive Vice President of the company was alarmed by the recent trends in the marketplace. In spite of the number of competitors, he was confident that the technological capabilities of Scope would enable it to maintain the necessary edge to continue the growth at 30 and 40 percent each year. He was also convinced that his current Sales Department was incapable of "marketing" the products as aggressively as the competitors. There was virtually no market analysis, productplanning was uncoordinated and market intelligence was poor.

He made several recommendations to the President of the company.

- The Director of sales be given early retirement or should be reassigned to a staff function.
- The Sales Department should be replaced by full-fledged Marketing Department, composed of four divisions: Sales, Technical Services, Marketing Planning, and Product Management.
- Marketing Planning should survey the market constantly, recommend innovation and coordinate longrange planning.
- Technical Services should assist Engineering Department in new product development and render technical support to sales.
- Product Managers should monitor their products and competitors introductions, look for increased penetration of old products, foster market growth with new products.
- Sales Department should concentrate on enlarging sales in present markets in coordination with other divisions.

To implement the recommendations, Scope hired a new Director of Marketing. The new Director interviewed all the personnel in the Sales Department and found that Sales Managers more or less ran independent operation making their own pricing decision in many cases. They constantly came up to the Vice President for reducing price levels complaining that prices were high. The exceptional low price approval became more of a norm. The advertising budget was, one percent of sales. Most of the budget was spent on advertising aimed at enhancing corporate image in various trade magazines. The company offered numerous products with almost no standardisations. Every order required special design and production considerations. Sales Managers insisted on broad product line to keep customers satisfied. The competitors, on the other hand, had rationalised their production line offered only a few standard products.

Questions-

- a) What actions should the Director of Marketing take to implement the marketing concept? How long would it take to implement these actions?
- b) Evaluate each one of the six recommendations made by the Executive Vice-President?
- c) What are Scope's most pressing problems? Assign priorities for resolution.

**NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.**