

Roll No.

Total Pages : 2

NMT/M-24

27312

MARKETING RESEARCH AND SALES

Paper–DSE–MTTM–401

Time Allowed : 3 Hours]

[Maximum Marks : 50

Note : Attempt **five** questions in all, selecting **one** question from each Unit. Question No. **1** is compulsory. All questions carry equal marks.

Compulsory Question

1. Write short notes on the following : $4 \times 2\frac{1}{2} = 10$
- (a) Ethical issues in Marketing Research.
 - (b) Role of technology in Marketing Research.
 - (c) Sales contests.
 - (d) Financial v/s non-financial incentives.

UNIT–I

2. Describe in detail process and importance of Marketing Research. What are different types of Research designs? 10
3. What are the problems in conducting Marketing Research in developing countries? Do Indian companies do enough marketing research? 10

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UNIT–II

4. What is the purpose of conducting sales analysis? What are different techniques of conducting sales analysis? 10
5. What do you mean by advertising research? What are different stages of advertising research? Describe in detail pretesting techniques. 10

UNIT–III

6. Discuss in detail different theories of selling. 10
7. (a) Discuss Delphi method of Sales forecasting.
(b) What are different types of Sales territories? 10

UNIT–IV

8. Distinguish between training and development. What kind of techniques can be used for training the Salesforce? 10
9. What are different mechanisms of evaluating and controlling a sales programme? 10

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