**Full marks: 70 Time: 3 hours  
  
Candidates are required to give their answers in their own word as far as practicable  
  
The figures in the margin indicate the full marks  
  
Answer both the questions.**  
 **1. Read the case carefully and answer the following questions: [Marks 20]**  
  
Mr. Woodruff, vice-president of marketing of the bowling products division of American Machine and Foundry Company, was faced with a decision regarding a proposed new training program for bowling products sales personnel. AMF, an old established manufacturer of several lines of industrial products, had got into the bowling market early through the acquisition and manufacture of the first commercially practical automatic pin spotter.  
The bowling industry developed and changed, the roles of AMF industry also grow and changed. Bowling division products had been sold by two groups of sales personnel. In recent years, the bowling industry had ceased to be a growth industry, and a larger share of AMF booking sale was concentrated in supplies instead of equipment. As a result, the two sales forces were recognized, it became necessary to provide a program for retraining for the new combination sales people.  
  
(a) How long should the formal program last?  
(b) Should formal training be preceded by some sort of indoctrination? Give reasons.  
(c) Prepare a training proposal for AMF which would suggest an efficient way of presenting   
product information to large number of new persons.  
  
**2. Answer any two of the following: 10×5=50**

(a) Develop a complete sales promotion program for a new brand of any cellular phone.  
  
(b) Discuss the various method of trade sales promotion. In your view, which method is more  
suitable?  
  
(c) Explain 'consumer-Franchise building' with special reference to fast moving consumer goods.  
  
(d) 'Promotion planning and optimization lets retailers plan, optimize and execute more profitable   
promotional plans.' Elucidate with an example.  
  
(e) Discuss the opportunities for increasing sales promotion program effectiveness in Indian  
scenario.  
  
(f) 'Promotion is all about companies communicating with customers.' Discuss  
  
(g) Discuss the upcoming trends in sales promotion and expectations at the time of purchase.  
  
(h) Investment in the development of new vaccines is sub-optimal and changing this situation   
requires a creative blend of "push" and "pull" strategies.  
  
(i) Examine the reasons that are favorable for the growth of sales promotion in Indian market.