APPENDIX - I
CHECKLIST
PART-I
MARKETING CONTROL PRACTICES (GMM/DGMM) ADDL.GM (MARKETING)

1. General Informations about the Company: Organisation Chart (Marketing Division), Product Profile, production sales and financial performances, target market, Pricing, advertising and sales promotion methods, distribution system, etc.

2. Types of control systems applied: Annual plan control, profitability control, efficiency control and strategic control.

   Sales analysis information: basis of standard fixation, level upto which standards are fixed, the break-up of analysis -- product, region (segments) seasons, periodicity of analysis, information requirements and its channel as well as periodicity, variations and their causes, corrective action and problems in taking corrective action etc.

3. Market share analysis: the types and periodicity of market share analysis (relative, allocated, overall etc.). basis of comparison, causes of variation from the standard, nature of corrective action etc.

4. Customer attitude tracking studies: Involvement of the company in tracking attitude, periodicity of the study.
the systems adopted for the study like complaint and suggestion system, customers panel discussion, customer survey, corrective action.

5. Profitability control: Areas for which profitability is measured (product, region, territories, channel etc.) periodicity of analysis, basis of cost allocation, causes of deviation and corrective action.

6. Efficiency control: advertising efficiency, the variables for which analysed, basis of evaluation and agencies involved, periodicity of analysis, corrective action.

7. Sales promotion efficiency: the variables for which analysed, basis of evaluation, periodicity of analysis agencies involved for evaluation, corrective action.

8. Channel efficiency: variables for which analysed, periodicity of analysis, agencies involved, corrective action.

9. Transportation efficiency: mode of transport analysed, basis of evaluation, periodicity of analysis, corrective action.

10. Strategic control: application of marketing audit, the components of marketing audit including marketing environment audit, task environment audit, marketing organisation audit, marketing systems audit, periodicity of the audit, corrective action etc.
11. **Marketing key variables**: sensitive marketing key variables, types of input and output variables considered, priority of variables among guaranteed supply, cost reduction, quality and weight, packaging and transportation, customer satisfaction, market share, growth in sales etc.

**PART-II**

**SALESFORCE CONTROL SYSTEMS**
(Regional Marketing Manager/Area Sales Manager)

1. **General Information**: Designation of salespersons, duties of the salesforce.

2. Territories determination; basis of territorization and deployment of salesforce.

3. Sales quota, types of quota, variables for which they are set, evaluation system, general causes of variation.

4. Sales budgeting; component of the budgets, periodicity of preparation and evaluation, causes of variation.

5. Salesforce efficiency - efficiency with the help of calls; basis of comparison and corrective action; efficiency with the help of personal selling expenses like salaries, TA, DA in relation to sales, basis of comparison.

6. Evaluation based on responsibilities assigned like promotion, credit collection, reporting, dealer
development, warehouse monitoring and basis of their evaluation.

7. Behaviour based evaluation including co-operativeness, resourcefulness, technical knowledge, public relations etc.

8. Types of corrective action taken for above and below normal performers, problems encountered in implementation of corrective action.

PART-III
ACCOUNTING TECHNIQUES IN MARKETING CONTROL
(Marketing Division/Marketing Research/Information Centre/Finance Department)

1. Ratio analysis: output ratios, profitability ratio and turnover ratios.

2. Profitability ratio; gross profit to sales, net profit to sales, product, seasonal, territorial profitability, problems in allocation of costs.

3. Turnover ratio - inventory turnover segments covered, periodicity and basis of calculation; debt collection period, periodicity, product and segments; debtors to sales its segment and periodicity, basis of comparison.

4. Marketing cost to sales ratios (Input control) - sales promotion, advertising to sales, periodicity, basis of evaluation, individual cost component to sales
promotion or advertising ratio; distribution cost ratio in respect of marketing cost, in respect of sales, periodicity of analysis; personal selling expense to sales, periodicity of analysis, basis of comparison. internal ratio with total personal selling expenses; sales administration to sales, periodicity, segment, basis of comparison, marketing research to sales ratio periodicity basis of evaluation. Nature of ratio in total accounting techniques and marketing control.

5. Budgeting – sales budget, components, value/volume, periodicity of evaluation, region, etc. budget progress reporting.

6. Types of budgets used like sales promotion, advertising, distribution, personal selling, sales administration, marketing research, their period of review and reporting.


8. Responsibility centre concept and its application in marketing for division, region and area offices.