

BBA-502

MARKETING MANAGEMENT II

Time Allotted: 3 Hours

Full Marks: 70

The questions are of equal value.

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

GROUP A

(Multiple Choice Type Questions)

1. Answer any *ten* questions. 10×1 = 10
- (i) The process of persuading a person to buy goods or services is known as
- (A) sales preparation (B) sales promotion
(C) salesmanship (D) sales making
- (ii) Medical representatives are known as
- (A) order taker (B) order getter
(C) order creator (D) none of these
- (iii) _____ method of objection handling is used with the objections arising out of incorrect and misleading objections
- (A) boomerang (B) yes ... but
(C) indirect denial (D) head on
- (iv) Personal selling is a process of
- (A) advertising (B) public relation
(C) sales promotion (D) none of these

- (v) The communication between a sales person and the potential customer or group of customers is described as
- (A) direct marketing (B) personal selling
(C) advertising (D) publicity
- (vi) The buyers behavior which strengthens his tendency to make a particular response is known as
- (A) response (B) cues
(C) reinforcement (D) drives
- (vii) Through market identification, a firm can identify
- (A) buyers and sellers
(B) buyers and prospective buyers
(C) buyers, users and prospective buyers
(D) none of these
- (viii) Routing is favorable
- (A) new company (B) established company
(C) existing company (D) none of these
- (ix) The purpose of sales quotas is
- (A) estimating the market share
(B) planning and budgeting
(C) act as standards for measuring performance
(D) none of these
- (x) 'Buyer-Seller dyad' can be described as
- (A) interaction between two people
(B) interaction between sales person and the customer
(C) interaction between sales person and the prospective customer
(D) interaction between customer and the customers

- (xi) ACMEE
- (A) helps to make salesperson more effective
 - (B) trains new salespersons
 - (C) trains existing salespersons
 - (D) all of these
- (xii) A vertical marketing system is
- (A) same as horizontal marketing system
 - (B) a multi-channel marketing system
 - (C) a system for unification of manufacturer, wholesaler and retailer
 - (D) none of these

GROUP B
(Short Answer Type Questions)

Answer any *three* questions.

3×5 = 15

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| 2. | Discuss the unique nature of personal selling with respect to the other elements of the promotion mix or marketing communication mix. | 5 |
| 3. | Define salesmanship and discuss how sales management, personal selling and salesmanship are all related. | 2+3 |
| 4. | Define Personal Selling. Three major aspects of personal selling are: Professionalism, Negotiation and Relationship Marketing. Discuss. | 2+3 |
| 5. | What are the essentials of a good presentation? | 5 |
| 6. | Explain a few tools for effective Demonstration. | 5 |

GROUP C
(Long Answer Type Questions)

Answer any *three* questions.

3×15 = 45

7. Explain the following types of customer and how to handle with them as a salesman 15
(i) argumentive type
(ii) talkative type
(iii) hesitant type
(iv) youngster
(v) impatient type
8. (a) Describe AIDAS model with relevant example 5
(b) Why do prospects object? Differentiate between objection and excuse. Write down any five methods of handling objection. 10
9. (a) What is Negotiation? How to formulate a negotiation strategy? 5+5
(b) Write a note on Institutional selling. 5
- 10.(a) Explain Buyer-Seller Dyad with suitable diagram and example. 7
(b) Explain the psychological qualities of a salesman. 8
11. Write short notes on any *three* of the following: 3×5
(a) Pre-approach
(b) Utility of training for sales personnel
(c) USP and its usage in selling
(d) Sales territories
(e) Sales force size