

CS/BBA(H)/Odd/Sem-5th/BBA-502/2015-16



**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY,
WEST BENGAL**

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.
All symbols are of usual significance.*

**GROUP A
(Multiple Choice Type Questions)**

1. Answer any *ten* questions. 10×1 = 10
- (i) Of the following, which is the least creative sales position?
- (A) Account executive (B) Order getter
(C) Agent (D) Order taker
- (ii) _____ involves two-way, personal communication between sales people and individual customers-whether face-to-face, by telephone, through video or Web conferences, or by other means
- (A) Persuasive selling
(B) Direct marketing
(C) Advertising
(D) Integrated marketing communication
(E) Personal selling

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- (iii) All of the following are problems associated with the poor selection of salespeople except which one?
- (A) Lower sales (B) Disrupted customer relationships
(C) Less office support (D) Costly turnover
(E) Less productivity
- (iv) Your sales force is able to easily assess their opportunities within the firm. This feeling describes your firm's
- (A) sales structure (B) workload approach
(C) technical support (D) prospecting
(E) organizational climate
- (v) A _____ is a salesperson's write-up of his or her completed sales activity.
- (A) sales quota (B) time-and-duty analysis
(C) call plan (D) sales report
(E) call report
- (vi) The first step in the selling process is _____.
- (A) prospecting (B) pre-approach
(C) approach (D) presentation
(E) demonstration
- (vii) The step that follows pre-approach in the selling process is _____.
- (A) demonstration (B) qualifying
(C) handling objections (D) presentation
(E) approach
- (viii) Which of the following is the least relevant characteristic that a salesperson should consider when qualifying a prospect?
- (A) Volume of business (B) Longevity in the market
(C) Financial ability (D) Special needs
(E) Location

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- (ix) Which is not a requisite of a successful closing the sale?
- (A) Maintain positive attitude (B) Never impose a decision
(C) Avoid interruption (D) None of these
- (x) Which is not a step in buying process?
- (A) Evaluation and intension (B) Purchase decision
(C) Need recognition (D) None of these
- (xi) (I) Personal Selling is labour intensive.
(II) Personal Selling has the potential to develop relation.
- (A) both statement (I) and (II) are in-correct
(B) both statement (I) and (II) are correct
(C) statement (I) is correct and (II) is in-correct
(D) statement (I) is in-correct and (II) is correct

GROUP B
(Short Answer Type Questions)

Answer any *three* questions.

3×5 = 15

2. Write in brief the importance of making a prospective list of customer.
3. Explain in brief the essentials of good presentation.
4. How do you tackle argumentative type and suspicious type customers?
5. Distinction between creative and competitive salesmanship.
6. What are the different sources from which a salesman can develop product knowledge?

GROUP C
(Long Answer Type Questions)

Answer any *three* questions.

3×15 = 45

7. (a) Explain the concept of selling points and describe selling points for any two of the following:
(i) Sound system, (ii) Toilet shop, (iii) Cold drinks, (iv) Cars.
(b) Explain “pre-approach”. What are the problems of selling over phone?
8. (a) Elucidate why sales promotion has become fiercer in recent times. 5+10
(b) With illustrations, discuss the major method employed for sales promotion.
9. Identify the buying motives behind the purchase decision of the following product: 5×3
(i) Insurance policy
(ii) Anniversary ring
(iii) Club membership
(iv) Credit cards
(v) Savings bank account.
- 10.(a) What is USP? Identify the USPs of the following product: 9
(i) Pager (ii) Laptop (iii) Toilet Shops .
(b) Classify and explain different type of customer on the basis of buying purpose. Should a salesman deal with 6
(i) Rural customer?
(ii) A suspicious customer?
11. Write short note on any *three* of the following: 3×5=15
(a) Presentation
(b) Objections handling
(c) Industrial product
(d) Catalogues and brochures
(e) Determinations of sales force size.