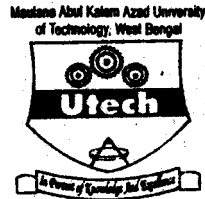


CS/BBA(H)/ODD SEM/SEM-5/BBA-502/2016-17



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

Paper Code : BBA-502

MARKETING MANAGEMENT - II

Time Allotted : 3 Hours

Full Marks : 70

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. Choose the correct alternatives for the following :

10 × 1 = 10

i) The major components of marketing mix are

- | | |
|------------|------------------|
| a) Product | b) Price |
| c) Place | d) All of these. |

ii) Delphi Model is used in sales

- | | |
|----------------------|---------------------|
| a) Sales Forecasting | b) Sales Budgeting |
| c) Sales Controlling | d) Sales Reporting. |

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[Turn over

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- iii) 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.
- iv) The salesperson is the key person in establishing relationships with customers. A 'happy' salesperson will be motivated to build long term lasting relationships with customers. To achieve this, organisations should adopt a 'three E's approach'.
- a) Encouragement, Empowerment and Ethical sales practice.
 - b) Encouragement, Enabling technologies and Ethical sales practice.
 - c) Empathy with employees, Empowerment and Ethical sales practice.
 - d) Empathy with employees, Enabling technologies and Ethical sales practice.
- v) A salesperson's compensation plan is typically made up of several elements - a fixed amount,, expenses and fringe benefits.
- a) a variable amount
 - b) non-monetary rewards
 - c) bonuses
 - d) retirement benefits.

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- vi) The process of persuading a person to buy goods or services is known as
- a) sales promotion
 - b) sales making
 - c) salesmanship
 - d) none of these.
- vii) USP is
- a) Unique Selling Programme
 - b) Unit Selling Price
 - c) Unique Selling Proposition
 - d) Unit Selling Percentage.
- viii) Recruitment is process of for the sales force.
- a) planning
 - b) administrative functions
 - c) executive functions
 - d) all of these.
- ix) "Buyer Seller Dyad" can be described as
- a) Interaction between two people
 - b) Interaction between salesperson & the customer
 - c) interaction between salesperson and the prospective customer
 - d) Interaction between customer and the customer.
- x) Which of the following would be considered a major element of the promotional mix ?
- a) Marketing research and reporting
 - b) Personal selling
 - c) Product design
 - d) Negotiating a distribution channel.

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GROUP - B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2. Define salesmanship and discuss how sales management, personal selling and salesmanship are all related.
3. Discuss the objectives in using sales quotas.
4. Briefly discuss the concept of Customer Relationship Management. Use examples.
5. What are the functions of a salesman ? Explain the psychological qualities of a salesman.
6. What is objection handling ? Briefly discuss the types of objections. Name the methods of handling objections.

GROUP - C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. What is product knowledge ? Discuss the importance to have product knowledge. What are the various sources of product knowledge ? $3 + 5 + 7$
8. What are sales budgets ? Briefly discuss the purpose of preparing sales budgets. Use examples.
9. "Creative selling is better than competitive selling". Explain the statement. Who are order takers and order creators ? Use examples to support your answer.
10. Write short notes on any *three* of the following : $3 \times 5 = 15$
 - a) Word of mouth marketing
 - b) Sales territory
 - c) Consultative selling
 - d) Sales promotion
 - e) Opinion leaders & Opinion formers.
11. Explain the various techniques of Sales Forecasting.