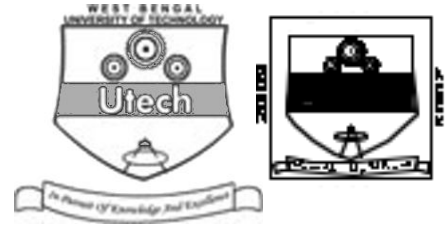


**CS / BBA(H) (SUPPLE) / SEM-5 / BBA-502 / 09
MARKETING MANAGEMENT – II (SEMESTER - 5)**



1.
Signature of Invigilator

2.
Signature of the Officer-in-Charge

Reg. No.

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Roll No. of the Candidate

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**CS / BBA(H) (SUPPLE) / SEM-5 / BBA-502 / 09
ENGINEERING & MANAGEMENT EXAMINATIONS, AUGUST – 2009
MARKETING MANAGEMENT – II (SEMESTER - 5)**

Time : 3 Hours]

[Full Marks : 70

INSTRUCTIONS TO THE CANDIDATES :

1. This Booklet is a Question-cum-Answer Booklet. The Booklet consists of **32 pages**. The questions of this concerned subject commence from Page No. 3.
2. a) In **Group – A**, Questions are of Multiple Choice type. You have to write the correct choice in the box provided **against each question**.
b) For **Groups – B & C** you have to answer the questions in the space provided marked 'Answer Sheet'. Questions of **Group – B** are Short answer type. Questions of **Group – C** are Long answer type. Write on both sides of the paper.
3. **Fill in your Roll No. in the box** provided as in your Admit Card before answering the questions.
4. Read the instructions given inside carefully before answering.
5. You should not forget to write the corresponding question numbers while answering.
6. Do not write your name or put any special mark in the booklet that may disclose your identity, which will render you liable to disqualification. Any candidate found copying will be subject to Disciplinary Action under the relevant rules.
7. **Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall.**
8. You should return the booklet to the invigilator at the end of the examination and should not take any page of this booklet with you outside the examination hall, **which will lead to disqualification**.
9. Rough work, if necessary is to be done in this booklet only and cross it through.

No additional sheets are to be used and no loose paper will be provided

FOR OFFICE USE / EVALUATION ONLY

Marks Obtained

Question Number	Group – A				Group – B				Group – C				Total Marks	Examiner's Signature
Marks Obtained														

.....
Head-Examiner / Co-Ordinator / Scrutineer



DO NOT WRITE ON THIS PAGE



CS / BBA(H) (SUPPLE) / SEM-5 / BBA-502 / 09
MARKETING MANAGEMENT – II
SEMESTER – 5



[Full Marks : 70]

Time : 3 Hours]

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following : 10 × 1 = 10
- i) The sales people from Eureka Forbes are the example of
- a) merchandisers b) organizational sales people
- c) delivery sales people d) none of these.
- ii) The first step of the selling process is
- a) approach b) presentation
- c) prospecting d) demonstration.
- iii) 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.
- iv) Door-to-door sales people are known as
- a) missionary sales people b) organizational sales people
- c) delivery sales people d) consumer sales people.
- v) Which is not a characteristic of service ?
- a) Intangibility b) Inseparability
- c) Perishability d) Homogeneity.
- vi) Medical representatives are known as
- a) order taker b) order getter
- c) order creator d) none of these.



vii) 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.



viii) Personal selling is a process of

- a) advertising
- b) public relation
- c) sales promotion
- d) none of these.

ix) The approach of sales presentation in which the memorised sales talk cover the main points is known as

- a) container approach
- b) canned approach
- c) legitimacy approach
- d) social approach.

x) To generate additional leads from satisfied customers, effective is required.

- a) presentation
- b) objection handling
- c) closing
- d) follow-up.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following.

3 × 5 = 15

2. What are the functions of salesman ?
3. What is sales budget ? Why is it required ?
4. What are the steps of creative selling process ?
5. How can you reduce risk in sales ?
6. Who is a prospect ? What are the essential features of a good prospect ?
7. Distinguish between sales & selling.

**GROUP – C****(Long Answer Type Questions)**Answer any *three* of the following questions.

3 × 15 = 45

8. Describe AIDAS model with suitable illustration.
9. Discuss different methods of remunerations given to salesman.
10. Discuss briefly the different buying motives of the following :
- a) Individual consumers
 - b) Industrial consumers
 - c) Merchant buyers.
11. What is personal selling ? Explain the different qualities required for salesman of a big retail shopping mall.
12. What are the different steps in the personal selling process ?
13. a) Why do customers object ?
- b) Differentiate between excuse and objection.
 - c) Write down 5 methods of handling objections.

7 + 5 + 3

5 + 10

4 + 4 + 7

END