



Name :

Roll No. :

Invigilator's Signature :

**CS/BBA(H)/SUPPLE/SEM-5/BBA-502/2010
2010**

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 : $10 \times 1 = 10$
 - i) Why does an enterprise require salesman ?
 - a) For games
 - b) For sales
 - c) For mopping the floor
 - d) None of these.
 - ii) Salesmanship is a/an
 - a) art
 - b) science
 - c) quantum
 - d) study.
 - iii) What is the main point to be considered while selecting salesman ?
 - a) Education
 - b) Age
 - c) Nature
 - d) All of these.



- iv) Personal selling and salesmanship are
- a) similar
 - b) different
 - c) different on some issues
 - d) none of these.
- v) Which is the most effective tool of increasing the sales ?
- a) Sales
 - b) Discount
 - c) Personal selling
 - d) All of these.
- vi) Which is the first step of personal selling ?
- a) Pre-approach
 - b) Qualifying
 - c) Prospecting
 - d) Follow-up.
- vii) Best sales people are
- a) highly motivated
 - b) cheaters
 - c) good closers
 - d) both (a) and (c).
- viii) Personal selling is responsible for
- a) diminishing demand
 - b) creating demand
 - c) increasing demand
 - d) both (b) and (c).



- ix) Selling totally depends upon the
- a) ability of salesman
 - b) capability of salesman
 - c) experience of salesman
 - d) all of these.
- x) Personal selling is of nature.
- a) necessary
 - b) irregular
 - c) regular
 - d) none of these.

GROUP – B

(Short Answer Type Questions)

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

2. Discuss salesmanship as an art.
3. State the demerits of personal selling.
4. What are the essential qualities of good salesman ?
5. Why is sizing up ?
6. What is the customer knowledge ?

GROUP – C

(Long Answer Type Questions)

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

7. “Women customers feel that they are to be welcomed like queen”. Is it so ?

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8. What do you mean by prospecting ? What is the significance of prospecting ?
9. What is a close ? What are the requisites of a good close ?
10. What are objections and excuses ? Explain four specific objections you like most.
11. What are buying motives ? How can you trace them ?

