Name :	
Roll No. :	Andrew (1/ Kanalida Jan Kaplant
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.

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- 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.

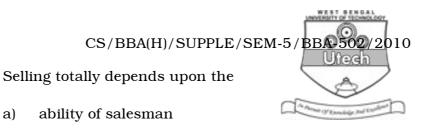
vi) Which is the first step of personal selling?

- 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).

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- b) capability of salesman
- c) experience of salesman
- d) all of these.

ix)

a)

- Personal selling is of nature. X)
 - irregular a) necessary b)
 - 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.
- What are the eessential qualities of good salesman? 4.
- 5. Why is sizing up?
- What is the customer knowledge ? 6.

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 ?