



Name :

Roll No. :

Invigilator's Signature :

**CS/BBA (H)/SEM-5/BBA-502/2011-12
2011**

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 any *ten* of the following :
10 × 1 = 10

- i) Which type of sales support personnel concentrate on performing promotional activities ?
 - a) Missionary salespeople
 - b) Sales engineers
 - c) Outside order getters
 - d) Inside order getters.

- ii) At which stage in the personal selling process do you search for and qualify potential customers ?
 - a) Prospecting
 - b) Preapproach
 - c) Introduction
 - d) Initial canvassing.



- iii) Excuses for NOT making a purchase commitment or decision are called
- a) rationalizations
 - b) constraints
 - c) objections
 - d) refusals.
- iv) At which stage of the personal selling process would you obtain purchase commitment from the prospect ?
- a) Approach
 - b) Presentation
 - c) Close
 - d) Follow-up.
- v) Sales persons need to clarify any doubts or objections that the customer may have. An objection brings out the latent concern of the prospective buyer. What is the most common form of objection stated by a customer ?
- a) Objection on the price
 - b) Objection on the presentation
 - c) Objection on the reputation of the company
 - d) Objection on the after sales services issues.
- vi) In which stage of the personal selling process does the salesperson ask the potential customer to make a purchase ?
- a) Presentation
 - b) Approach
 - c) Closing
 - d) Follow up.
- vii) In XYZ organization, Mr. Rahul is an area sales Manager. 7 sales officers report to him while 5 sales representatives report to each sales officer.
- What is the span of control of Rahul ?
- a) 35
 - b) 17.5
 - c) 7
 - d) 10.



- viii) Job rotation is a method of
- a) organization level analysis
 - b) job sales training
 - c) impression management
 - d) need assessment.
- ix) Work load method refers to made on the basis of quantity of this work expected form in sales personnel.
- a) territorial allocation b) sales leakage
 - c) increment method d) sales force objective.
- x) measures the effectiveness of sales personnel in securing orders.
- a) Order call ratio
 - b) Multiple quantitative performance standard
 - c) Calls per day
 - d) Call frequency.
- xi) persuades indirect customer.
- a) Trade selling personnel
 - b) Technical selling personnel
 - c) Missionary selling personnel
 - d) None of these.
- xii) 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.



GROUP - B

(Short Answer Type Questions)

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

2. Write in brief the importance of making a prospective list of customer.
3. Explain the psychological qualities of a salesman.
4. How do you tackle the suspicious type and argumentative type of customers ?
5. Woman customer is to be given top importance — Explain.
6. Explain in brief the process of buying by a prospective buyer.

GROUP - C

(Long Answer Type Questions)

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

7. Explain Buyer-Seller Dyad with suitable diagram and example. Discuss its marketing implications.
8. Define presentation. Explain presentation essentials with detail.
9. What do you mean by buying motives ? Explain fear, comfort, fashion and curiosity buying motives with examples.
10. What are the types of product knowledge required by sales representatives ? How do you motivate sales representatives ?
11. Write short notes on any *three* of the following : 3×5
 - a) Trade fair and exhibition as tools of sales promotion
 - b) Marketing communication process
 - c) Utility of training for sales personnel
 - d) USP and its usage in selling
 - e) Behavioural equation theory of personal selling.