Name:	
Roll No. :	In Parago (N'Executing 2nd Existent
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 )

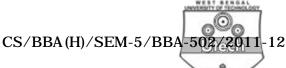
- 1. Choose the correct alternatives for any ten of the following :  $10 \times 1 = 10$ 
  - i) Which type of sales support personnel concentrate on performing promotional activities?
    - a) Missionary salespeople
    - b) Sales engineers
    - c) Outside order getters
    - d) Inside order getters.
  - 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.

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iii)	Exc	cuses for NOT making	a pı	ırchase commitment or
	dec	ision are called		A stange (y'Executely Fed Exellent
	a)	rationalizations	b)	constraints
	c)	objections	d)	refusals.
iv)	At ·	which stage of the per	sona	l selling process would
	you obtain purchase commitment from the prospect?			
	a)	Approach	b)	Presentation
	c)	Close	d)	Follow-up.
v)	Sal	es persons need to clai	rify a	ny doubts or objections
	tha	t the customer may ha	ave. A	An objection brings out
	the	latent concern of the p	rospe	ective buyer. What is the
	mos	st common form of obje	ction	stated by a customer?
	a)	Objection on the price	)	
	b)	Objection on the prese	entati	on
	c)	Objection on the repu	tatior	of the company
	d)	Objection on the after	sale	s services issues.
vi)	In v	which stage of the perso	onal s	selling process does the
	sale	esperson ask the pote	ential	customer to make a
	pur	chase?		
	a)	Presentation	b)	Approach
	c)	Closing	d)	Follow up.
vii)	In	XYZ organization, Mr	. Ra	hul is an area sales
	Mai	nager. 7 sales officers	repo	rt to him while 5 sales
	rep	resentatives report to e	ach s	ales officer.
	What is the span of control of Rahul?			
	a)	35	b)	17.5
	c)	7	d)	10.

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- 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.

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#### 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:  $3 \times 5$ 
  - 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.

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