



Name :

Roll No. :

Invigilator's Signature :

**CS/BBA (H)/SEM-5/BBA-502/2012-13
2012**

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) The process for persuading a person to buy goods or services is known as
 - a) Salesmanship
 - b) Sales promotion
 - c) Sales preparation
 - d) Sales making.
- ii) Medical representatives are known as
 - a) order taker
 - b) order getter
 - c) order creator
 - d) none of these.
- iii) The buyer behaviour which strengthens his tendency to make a particular response is known as
 - a) Response
 - b) Cues
 - c) Reinforcement
 - d) Drives.



- iv) The purpose of sales quota is
 - a) Estimating the market share
 - b) Planning and Budgeting
 - c) Act as standards for measuring performance
 - d) None of these.
- v) Delphi technique is used in
 - a) sales forecasting b) sales budgeting
 - c) sales controlling d) none of these.
- vi) ACMEE is
 - a) a Sales Compensation method
 - b) a Sales Training method
 - c) a Sales Motivational method
 - d) None of these.
- vii) The first step in the buying process is
 - a) Information search
 - b) Purchase decision
 - c) Problem recognition
 - d) Evaluation of Alternatives.
- viii) USP is
 - a) Unique Selling Program
 - b) Unique Selling Proposition
 - c) Unique Selling Promotion
 - d) Unique Selling Percentage.
- ix) The most important trait in a good salesman is
 - a) High Affiliation b) High Dominance
 - c) Handsome d) Smartness.



- x) The Legends of FAB approach consists of features, advantages and
- a) Betterment
 - b) Benefits
 - c) Basics
 - d) Bargaining.
- xi) 'Hopscotch' is a process of
- a) Territory assignment
 - b) Routing
 - c) Compensation
 - d) Motivation.
- xii) Laggards adopt new products
- a) immediately when introduced
 - b) at the end
 - c) after initiators
 - d) after early adopters.

GROUP - B

(Short Answer Type Questions)

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

2. Briefly explain the essentials of good presentation.
3. What are the functions of a salesman ?
4. What are the different sources from which a salesman can develop product knowledge ?
5. What are the steps in creative selling ?
6. Explain the merits and demerits of personal selling.



GROUP - C

(Long Answer Type Questions)

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

7. Discuss different types of personal selling.
8. “Developing the task to be performed by Sales Management is an important challenge.” Elaborate on the impact of the statement in reference to managing a sales force.
9. Describe the AIDAS model with suitable example.
10. Elaborately state the different methods of closing of sales along with example of each such method.
11. Write short notes on any *three* of the following : 3×5
 - a) Types of objection
 - b) Pre-Approach
 - c) Sales-Force size
 - d) Order Getters
 - e) Consultative selling.

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