

Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/BBA (H)/SEM-5/BBA-502/2010-11**

**2010-11**

**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) A ..... integrated company undertakes all activities relating to production, marketing and distribution.
  - a) Vertically
  - b) Horizontally
  - c) Fully
  - d) Completely.
  
- ii) A multi-level marketing system uses two or more marketing channels to reach ..... customer segments.
  - a) Different
  - b) Many
  - c) Similar
  - d) Convenient.

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iii) The three important skills of successful Sales Manager are skills, technical skills and

- a) Communication
- b) Negotiation
- c) Problem solving
- d) People.

iv) Which of the following is not a source of product knowledge ?

- a) Motion pictures and visual aids
- b) Sales meetings and conferences
- c) Distribution network
- d) Advertisement.

v) The first step in the buying process is

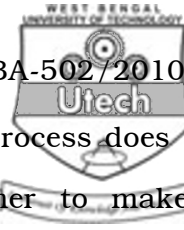
- a) Information search
- b) Purchase decision
- c) Problem recognition
- d) Evaluation of alternatives.



- vi) Selling point is
- a) A place from where customer buys the product
  - b) A place from where products are sold in bulk
  - c) Is the special feature of the product that satisfies customers' need
  - d) None of these.
- vii) A platform wherein a salesman and a prospect interact face to face is known as
- a) Dyad
  - b) Market
  - c) Both (a) & (b)
  - d) None of these.
- viii) A salesman involved in Merchandising is an employee of
- a) Wholeseller
  - b) Manufacturer
  - c) Self-employed
  - d) Retailer.
- ix) A salesman involved in missionary selling is an employee of
- a) Manufacturer
  - b) Wholeseller
  - c) Retailer
  - d) Self-employed.



- x) Starting with prospecting, preparation and planning and ending with follow-up and account management, place the other five stages of the personal selling process into a logical order
- i) Closing the sale
  - ii) Handling objections
  - iii) Initiating contact
  - iv) Sales presentation
  - v) Negotiation
- a) iii, iv, v, ii, i                      b) iii, iv, ii, v, i
- c) ii, iii, iv, v, i                      d) iii, ii, iv, v, i.
- xi) 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 staged 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.



xii) In which state 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.

**GROUP – B**

**( Short Answer Type Questions )**

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

- 2. Why is it necessary to allocate selling territories ?
- 3. Describe the Buyer-Seller Dyad, and state its implication in Marketing Management.
- 4. Discuss briefly the ACMEE model of sales training.
- 5. Briefly explain the different types of sales presentations.
- 6. How should a salesman deal with
  - a) a talkative woman customer,
  - b) a child customer ?

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**GROUP – C**

**( Long Answer Type Questions )**

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

7. a) State the reasons of growing utilization of sales promotion as a promotional tool.
- b) What is meant by a buying motive ? Explain briefly how you would appeal to the following buying motives :
- i) Shock
  - ii) Pride
  - iii) Pleasure
  - iv) Humour. 7 + 8
8. What do you mean by selling points ? What type of selling points can be used to sell the following products ?
- i) Safety razors
  - ii) Perfumes
  - iii) Antiseptic liquid
  - iv) Toilet soap
  - v) Sound systems. 5 + 10



9. Explain the concept of USP. Identify the USPs of the following products :

- i) Mobile phones
- ii) Wrist watch
- iii) Xerox machine
- iv) Insurance
- v) Books.

5 + 10

10. a) Why do prospects object ?
- b) Differentiate between objection and excuse.
- c) Write down any five methods of handling objection.

3 + 4 + 8

11. a) What is product knowledge ?
- b) Why is it important to have product knowledge ?
- c) List the various sources of product knowledge.

3 + 5 + 7

