



Name : .....

Roll No. : .....

Invigilator's Signature : .....

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

**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 the following :  $10 \times 1 = 10$

i) USP is

- a) Unique Selling Proposition
- b) Unique Selling Percentage
- c) Unique Selling Programme
- d) None of these.

ii) The meaning of AIDA is

- a) Awareness, Intention, Demand, Action
- b) Attention, Interest, Design, Action
- c) Awareness, Income, Demand, Action
- d) None of these.



- iii) The first step in the selling process is
- a) purchase decision
  - b) problem recognition
  - c) information search
  - d) none of these.
- iv) The most important trait in a good salesman is
- a) high affiliation
  - b) handsome
  - c) high achiever
  - d) high dominance.
- v) ACMEE
- a) helps to make sales person more effective
  - b) trains new sales persons
  - c) trains existing sales persons
  - d) all of these.
- vi) Cold calling means
- a) making unsolicited sales calls
  - b) making sales calls without appointments
  - c) making sales calls in winter
  - d) none of these.
- vii) Merchandise means
- a) the product mix stocked by intermediaries
  - b) the size of merchant
  - c) the class of merchant
  - d) the distribution process.



- viii) The terms direct selling and direct marketing
- a) mean that no intermediaries are involved
  - b) mean the same
  - c) mean that no advertising support is required
  - d) none of these.
- ix) The final stage of the selling process is the
- a) presentation
  - b) closing
  - c) follow-up
  - d) handling objection.
- x) Which of the following is a character related quality of a salesman ?
- a) good manners
  - b) self-confidence
  - c) courage
  - d) health.

**GROUP – B**

**( Short Answer Type Questions )**

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

2. Define missionary salesman.
3. What is customer knowledge ?
4. Personal selling as a career, Justify.
5. State the basic function of a sales Manager.
6. What are the objectives of presentation ?



**GROUP – C**

**( Long Answer Type Questions )**

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

7. What is product knowledge ? Why is product knowledge necessary for salesman ? How will he acquire it ?  $2 + 5 + 8$
8. Why do customers object ? Differentiate between excuse and objection. Write down any 5 methods of handling objections.  $3 + 2 + 10$
9. Discuss briefly the different buying motives of the
- a) individual consumer
  - b) industrial consumer
  - c) merchant buyers.  $7 + 5 + 3$
10. a) Mention the methods of sales promotion. When is personal selling more important than other methods of sales promotion ?
- b) What are the steps of a cheating selling process ?  $8 + 7$
11. a) Explain 'pre-approach'. What are the problems of selling over phone ?
- b) What is sales budget ? Why is it required for the company ?  $7 \frac{1}{2} + 7 \frac{1}{2}$
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