Name :	
Roll No. :	A Bran (V Examples and Explored
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.

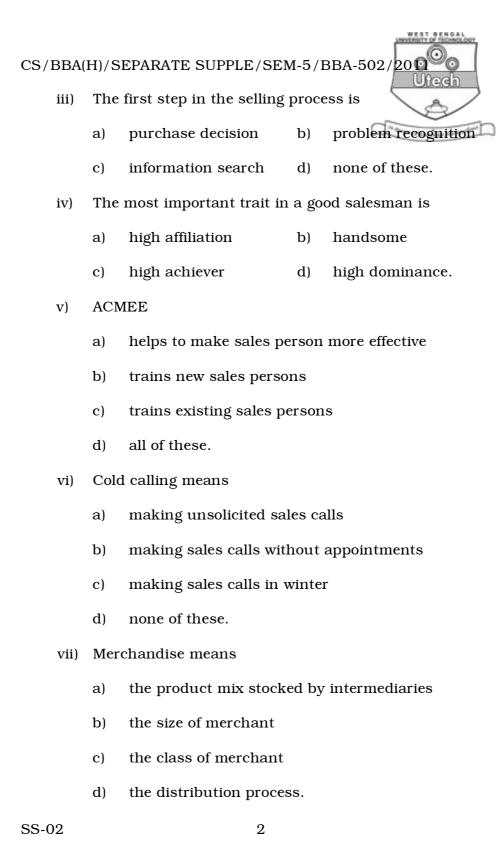
GROUP – A

(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.

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[Turn over



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

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
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c) courage d) health.

GROUP – B

(Short Answer Type Questions)

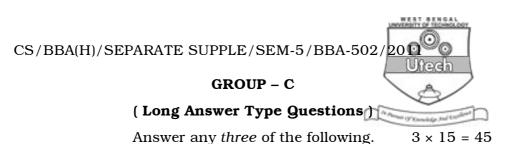
Answer any *three* of the following. $3 \times 5 = 15$

- 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 ?

SS-02

3

[Turn over



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 ? $7\frac{1}{2} + 7\frac{1}{2}$

SS-02