

Name :

Roll No. :

Invigilator's Signature :

**CS/BBA(H)/SEP. SUPPLE/SEM-5/BBA-502/2012
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) Which step precedes follow up action ?

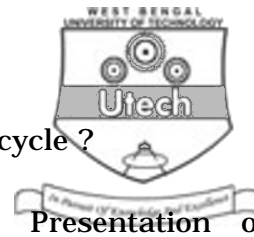
- a) Pre-sale preparation
- b) Handling customer objection
- c) Sales presentation
- d) None of these.



- ii) The objective the selling concept is
- a) profit through customer satisfaction
 - b) co-ordinated marketing
 - c) selling and promoting
 - d) profits through sales volume.
- iii) Is this level in which the sales person tries to show that he/she understands the feeling of this customer ?
- a) Para phrasing
 - b) Feed back
 - c) Empathetic listing
 - d) Active listing.
- iv) Is a Negotiation tactic where the customer says that he/she has a fixed budget beyond which he/she cannot go, the seller who accepts this fixed budget constraints ends up with a low price ?
- a) Escalation
 - b) Budget bogey
 - c) Whipsaw/auction
 - d) Big pot.



- v) Cold Canvassing, Direct mails are this various methods of
- a) prospecting
 - b) sales presentations
 - c) selling
 - d) handling customer objections.
- vi) Personal selling is
- a) oral presentation
 - b) non-personal presentation
 - c) paid form of non-personal presentation
 - d) none of these.
- vii) Which of the following is the quality of a good salesman ?
- a) Good listener
 - b) Fast Driver
 - c) Quiet
 - d) Impatient.



viii) Which is a correct order of the sales cycle ?

- a) Determining customer needs, Presentation of product, Overcoming objections, Closing the sale
 - b) Determining customer needs, Overcoming objections, Presentation of product, Closing the sale
 - c) Presentation of product, Determining customer needs, Overcoming objections, Closing the sale
 - d) Presentation of product, Determining customer needs, Closing the sale, Overcoming objections.
- ix) Setting call objectives is done during which of the following stages of the selling process ?
- a) Prospecting
 - b) Pre-approach
 - c) Approach
 - d) Handling objections.
- x) The type of sales presentation approach that requires good listening and problem-solving skills is the
- a) canned approach
 - b) formula approach
 - c) need-satisfaction approach
 - d) critical-thinking approach.



xi) Which of the following is not one of the five stages of the buyer decision process ?

- a) Need recognition b) Brand identification
c) Information search d) Purchase decision.

xii) A sales person can develop product knowledge through all of the following *except*

- a) Factory visit
b) Classroom sessions
c) Demonstration of benefits
d) After sales service.

GROUP - B

(Short Answer Type Questions)

Answer any *three* of the following. 3 × 5 = 15

2. Discuss selling points for

- a) Fruits & Vegetables
b) Mechanical goods.

$2\frac{1}{2} \times 2$

3. What are the different sources from which a salesman can develop product knowledge ?

4. Quotas are important in Sales Management. Explain why.



5. How can the following buying motives be dealt with (any two) ?
- a) Pride
 - b) Fear
 - c) Curiosity.
6. Is personal selling more effective than advertising ? Discuss.

GROUP - C

(Long Answer Type Questions)

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

7. a) Why do prospects object ?
b) What different types of objections may be raised by a prospect ? Give examples.
c) Discuss any five method of a overcoming objections by the salesman. $2 + 5 + 8$
8. a) What do you mean by a 'trial close' ? What are its merits ?
b) Explain the 'continuous yes' and 'carrot and stick' methods of closing sale. $5 + 10$
9. a) What is a sales presentation ? What are the steps in planning an effective presentation ?
b) For what types of business sales follow up should be employed ? $10 + 5$



10. a) What is product knowledge ?
- b) What are the benefits of product knowledge to a salesman ?
- c) Mention the different sources wherefrom a seller can gather product knowledge.
- d) Is there any criticism of USP theory ? 2 + 4 + 7 + 2
11. Write short notes on any *three* : 3 × 5
- a) Essentials of good demonstration
- b) AIDAS theory of selling
- c) Sales force size
- d) Sales Forecasting
- e) Purpose of training of sales personnel.

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