Name : ....

Roll No. : ....

Invigilator's Signature : ....

CS/BBA (H)/SEM-5/BBA-502/2009-10

2009
MARKETING MANAGEMENT

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 × 1 = 10

 i)   Mr. A. Sen, a salesperson from Xerox, develops a list of potential customers and evaluates them on the basis of their ability, willingness and authority to purchase copy machines. This process is called

   a)   approaching the customer

   b)   prospecting

   c)   closing sales

   d)   pre-approaching.

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ii) The final stage of the selling process is the

    a) closing   b) presentation

    c) follow-up   d) handling objections.

iii) Which of the following is not the emotional product motive ?

    a) pride   b) habits

    c) durability   d) imitation.

iv) Which of the following is a rational patronage motive ?

    a) appearance   b) prestige

    c) recommendations   d) treatment.

v) The legend of the AIDA formula includes awareness, interest, desire and

    a) arrangement   b) adoption

    c) action   d) assistance.

vi) Which of the following is a character related quality of a salesman ?

    a) health   b) self-confidence

    c) courage   d) good manners.

vii) The step or stage of the personal selling process in which the salesperson attempts to make a favourable impression, gather information about the customer's needs and objectives, and build rapport with the prospective customer is called

a) prospecting   b) pre-approach

c) approach   d) closing sales.

viii) Before contacting acceptable prospects, a salesperson for an industrial cleaning equipment company analyzes information about the prospects, product needs, feelings about brands and personal characteristics. This process is called

a) pre-approach

b) objection handling

c) approach

d) prospecting.

ix) In buyer-seller dyad, it is viewed that sales process is being influenced by

a) only salesperson

b) both salesperson and the buyer

c) only buyer

d) none of them.
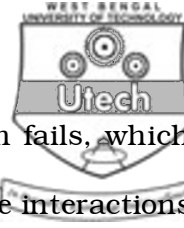
x)   In buyer-seller dyad, when a negotiation fails, which of the following becomes an input for future interactions ?

a)   feedback

b)   experience

c)   choice of strategy

d)   adjustment.

GROUP – B
(Short Answer Type Questions)

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

2.   "Creative salesmanship is better than competitive" Do you agree ?

3.   Explain the concept of selling points and describe selling points for any *two* of the following :

a)   Sound systems

b)   Toilet soap

c)   Cold drinks

d)   Cars.

4. Define "Customer". What is customer knowledge ?

5. Explain "pre-approach". What are the problems of selling over phone ?

6. Write short notes on any *two* of the following :

   a) Presentation

   b) Objections handling
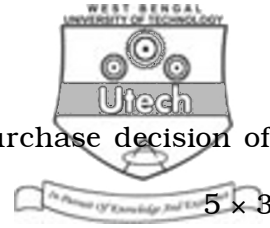
   c) Industrial products

   d) Catalogues and brouchers.

GROUP – C
(Long Answer Type Questions)

Answer any *three* of the following.   3 × 15 = 45

7. a) Elucidate why sales promotion has become fiercer in recent times.

   b) With illustations, discuss the major method employed for sales promotion.   5 + 10

8. Identify the buying motives behind the purchase decision of the following products :   5 × 3

   a) Insurance policy

   b) Anniversary ring

   c) Club membership

   d) Credit cards

   e) Savings bank account.

9. What is product knowledge ? What should the salesman know about a product ? Explain buyer — seller dyad.

   2 + 5 + 8

10. What is USP ? Identify the USPs of the following products :

   a) Pager

   b) Laptop

   c) Toilet soaps

   d) Books

   e) Wrist watch

   f) Xerox machine.   3 + (6 × 2)

11. Classify and explain different types of customers on the basis of buying purpose. How should a salesman deal with

   a)   Rural customers ?

   b)   A suspicious customer ?   7 + 8

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