

END TERM EXAMINATION

FIFTH SEMESTER (BBA), DECEMBER - 2010

Paper Code : BBA-303

Subject : Marketing Management - II

Paper ID : 17303

Time : 3 Hours

Maximum Marks : 75

Note : Question No. 1 is compulsory. Answer any Five questions from the remaining questions. Solve altogether Six questions.

- Q. 1. (a) Eureka Forbes uses personal selling as a major marketing communication tool than advertising or sales promotion for their vacuum cleaners and water purifiers. What is the relevance of such a strategy? (5)
- (b) Business is nothing except marketing and innovation, anything else is cost. Do you agree? (5)
- (c) What alternate sales force compensation schemes would you recommend for the sales person of a (5)
- (i) Pharmaceutical Company
- (ii) Microwave Ovens
- (d) When selecting salesmen Companies have adopted a policy of hiring only experienced salesmen and preferably men who have had experience of selling similar or directly competitive products. What are the merits and demerits of such a system? (5)
- (e) Assume a Chemical fertiliser company located at New Delhi, intends to set up its field sales force in three states U.P., M.P. and Bihar. Each State Capital is assumed to be its regional office and each regional office will have five branch offices and each branch office has four field representatives.
- Draw the sales force chart on the basis of the information provided above. (5)

- Q. 2. What is consumer behavior? Explain characteristics and importance of consumer behavior? (10)
- Q. 3. Explain in brief the various steps involved in the sales process. (10)
- Q. 4. Careful selection is important but not essential in building an effective sales force. Improper selection of sales force can be overcome by a good training programme, sound supervision and an excellent compensation programme. Do you agree? Discuss. (10)
- Q. 5. What does strategic market planning mean? What are the steps of the strategic market planning? (10)
- Q. 6. In what ways does organisational buying behavior differ from that of Personal Consumers? Discuss the factors that influence organisational buying behavior. (10)
- Q. 7. What are the various types of sales quotas and identify the attributes of a good sales quota plan? (10)
- Q. 8. What is meant by Sales Policy? What are the key elements of sales policies? Discuss them. (10)

