**END TERM EXAMINATION**

**FIFTH SEMESTER [BBA/BBA(MOM)] DECEMBER-2011**

<table>
<thead>
<tr>
<th>Paper Code: BBA/BBA(MOM)303</th>
<th>Subject: Marketing Management-II</th>
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</thead>
<tbody>
<tr>
<td>Time : 3 Hours</td>
<td>Maximum Marks :75</td>
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</tbody>
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| Note: Attempt any four questions. |

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**Q1** Write short notes on **any three** of the following: **(5x3=15)**

- (a) Marketing planning
- (b) Importance of consumer behaviour
- (c) Sales Management
- (d) Salesmanship
- (e) Sales incentive

**Q2** What is meant by strategic marketing planning? What are the steps in marketing planning? Discuss. **(15)**

**Q3** What are the major stages in consumer buying decision process? Explain in brief with example **(15)**

**Q4** What is a sales organization? Explain different types of sales organization. **(15)**

**Q5** What is Salesforce? Explain Recruitment and Management of salesforce for an organization dealing Consumer Durable. **(15)**

**Q6** Quotas can act as a 'motivator as well as demotivator'. Comment. Explain in brief process of Fixing Quotas. **(15)**

**Q7** What is a Sales Territory? Why do firms establish sales territories? **(15)**

**Q8** (a) Write short notes on the following: **(5+5)**

- (i) Negotiation
- (ii) Sales incentives

(b) Explain major difference between Industrial Buying vs. Consumer Buying Behaviour. **(5)**

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