



Exam Seat No. \_\_\_\_\_

**B. P. COLLEGE OF BUSINESS ADMINISTRATION**

(Constituent College of Kadi Sarva Vishwavidyalaya)

**BBA SEM – IV**

**Mid Semester Examination – March 2014**

**SUB: Marketing Management – II (BBA 21)**

**Date: 12/03/14**

**Total Marks: 60**

**Duration: 3 Hours**

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- Q 1 Do as directed 12
- A. Define sales promotion and explain only customer sales promotion tools  
B. Explain the classification of customer goods in detail
- Q 2 6
- A) 1. In \_\_\_\_\_ close the sales person asks gives option for close of sales  
A) Assumptive B) Direct C) Concession D) Alternative
2. In \_\_\_\_\_ testing method group of target audience is selected form the customers of the company  
A) Alpha B) Beta C) Gamma D) All the three
- 3 In \_\_\_\_\_ strategy the product is launched at high price and low promotion.  
A) Rapid skimming B) Slow skimming C) Rapid promotion D) Slow promotion
- 4 \_\_\_\_\_ are services like legal, consultancy, advertising etc,  
A) Maintains and repair B) business advisory C) suppliers D) capital items.
- 5 The strategy when the company adds low priced item to their existing line of specialty products  
A) Expansion of product mix B) contraction of product mix C) Trading down D) trading up
- 6 The maturity stage is marked by steady decline in profit  
A True B False
- B) How do companies prepare their advertisement budget for their campaign? 6  
OR
- B) What is the importance and purposes of sales promotion?
- Q 3 6
- A. Explain the product development stages of new product development. 6  
B. Explain the various level of product 6  
OR
- A. Define product and explain industrial goods in detail 6  
B. Write in detail about the various strategies used in the introduction stage of PLC 6
- Q 4 6
- A. What is managing sales force and explain how do company give training to sales force 6  
B. While preparing an advertisement what can be the objective of the company 6  
OR
- A. What are the different methods of giving compensation to the sales force? 6  
B. Explain the presentation stage in personal selling process 6
- Q 5 Write short note (any two) 12
1. Product mix
  2. Explain types of branding
  3. Relationship marketing
  4. What is the role of personal selling?