

END TERM EXAMINATION

FIFTH SEMESTER [BBA-MOM] DECEMBER-2012

Paper Code: BBA-303/BBA(MOM)-303 Subject: Marketing Management-II

Time : 3 Hours

Maximum Marks :75

Note: Attempt all questions which carry equal marks.

- Q1 Drug Pharma, a mid-sized company, is engaged in the sales and supply of medicines, especially in North India. The company was in the process of re-launching its operations in West Bengal. It appointed Varun as its regional manager for West Bengal. The newly appointed regional manager recruited his new sales staff, but he was struggling with with the high attrition rate in his region. During these tough times, Varun recruited Rahul as an area manager for Siliguri. There was a marked difference between the management style of Varun and Rahul. Varun soon realized that even though they did not see eye to eye on various issues, Rahul was effective in holding his team together and also delivered good results. Unfortunately, Rahul met with an accident and the company insisted that he resigns as he was not entitled to long leave during the probation period. Rahul felt that Varun too failed to support him and therefore he puts in his papers. Soon Varun found himself in a difficult situation as more than half of Rahul's team resigned from the company. He was also unable to get suitable replacements. Varun was forced to go back to Rahul, but Rahul was no longer interested in rejoining the company.

After reading the above case study, answer the following questions:

- (a) What problem Varun was facing in the initial stage of re-launching and why? (5)
- (b) Why a conflict arose between Varun and Rahul? (5)
- (c) As a regional manager, what lesson Varun should learn from this whole case? (5)
- Q2 What is market planning? Explain the steps included in market planning process. (5+10=15)
- OR**
- What is consumer behavior? Why marketers should study and understand consumer behavior? Explain the reasons in this regard. (5+10=15)
- Q3 What is salesmanship? Discuss the essential requisition of effective salesmanship. (5+10=15)
- OR**
- What is a sales policy? What principles are followed by modern business organizations in formulating their sales policy? Explain. (5+10=15)
- Q4 What is industrial buying behavior? Explain the factors that differentiate industrial buyer from a household buyer. (5+10=15)
- OR**
- What is sales negotiation? Suggest effective measures to improve sales negotiation skills. (5+10=15)
- Q5 Write explanatory notes on any **three** of the following: (15)
- (a) Sales quotas
- (b) Market oriented strategic planning
- (c) Buying decision process
- (d) "Objections are an opportunity for a sales person for an order".
