RF-3551
B. B. A. (Sem. VI) Examination
March / April - 2017
Advance Marketing Management - II

Time : 2 Hours] [Total Marks : 50

Instruction :

1. Explain following in brief : 10

   (a) Define Market Potential.

   (b) List down name of four products or service which require
       personal selling.

   (c) Define Distributive Bargaining.

   (d) Define Sales Forecast.

   (e) How negotiation differ from bargaining ?

2. (a) What is pre-recruiting reservoir ? Why pre-recruiting reservoir is important ? 3

   (b) Explain Quantitative Objectives of Personal selling. 4

   (c) Explain Relationship Selling in detail. 6

   OR

2 (a) As a sales manager, how you will design sales territory for salesforce. 6

   (b) Explain various Qualitative Objectives of Personal Selling. 7

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3  (a) Explain various types of Salesman in detail.  
(b) Explain Third Party Negotiation in detail.  
OR  
3  (a) Explain Survey of Consumer Buying Plan and Jury of executive opinion method of sales forecasting.  
(b) Explain Negotiation Process in detail.  
4  (a) Explain various sources of recruitment of salesforce.  
(b) “A good sales manager can be a good salesman but a good salesman cannot be a good sales manager.” Do you agree to the above mentioned statement ? Justify your answer.  
OR  
4  (a) You are a leading company in insurance sector. Recently your company has launched a new policy. What kind of training method you will use to educate your employees related to new policy ?  
(b) Explain Global Implications of Negotiation in detail.