



RAN-3460

TY BBA Examination

March / April - 2019

Advance Marketing Management-2

સૂચના : / Instructions

નીચે દર્શાવેલ નિશાનીવાળી વિગતો ઉત્તરવહી પર અવશ્ય લખવી.
Fill up strictly the details of signs on your answer book

Name of the Examination:

TY BBA

Name of the Subject :

Advance Marketing Management-2

Subject Code No.:

3

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Seat No.:

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Student's Signature

QA Explain following in Brief (Any Five)

10

1. Define Market Potential.
2. Mention any two objectives of personal selling.
3. Define "Prospecting".
4. Define Sales volume Quota
5. Define "Sales Management".
6. Define "Personal Selling"

Q-2 a) Explain various methods of sales forecasting in detail

08

b) Write a note on Relationship selling.

05

OR

Q-2 a) Write a note on Nature and Scope of Sales Management in detail.

08

b) What do you mean by personal selling? Write a note on Objection handling step of personal selling process.

05

Q-3 a) Discuss various objectives of sales force training. List down reasons for training experienced sales force,

07

b) You are a marketing manager of a reputed Insurance Company. You have been assigned the duty to recruit Sales force for your organization. Which sources of recruitment you will use to recruit Sales force? Why?

06

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[1]

[P.T.O.]

Q-3 Write a detailed note on various compensation methods for compensating sales force with its advantages and disadvantages. **13**

Q-4 What is Negotiation? Write a detailed note on Negotiation. **14**

OR

Q-4 **Write short notes.** **14**

- a. Third party negotiation
 - b. Individual differences in Negotiation
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