

2022

M B A

2nd Semester Examination

FUNDAMENTALS OF MARKETING & SELLING

PAPER—MBA-204 (CBCS)

Full Marks : 50

Time : 2 Hours

The figures in the right-hand margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

Illustrate the answers wherever necessary.

Answer all questions.

1. Answer any four questions. 4×2

(a) What do you mean by market space?

(b) What do you mean by 'Holistic Marketing'?

(Turn Over)

- (c) Write any two differences between goods and services.
- (d) What are the 4Cs in marketing?
- (e) Define sales target.
- (f) What do you mean by sales territory?
- (g) What do you mean by sales quota?
- (h) What is showmanship?

2. Answer any *four* questions.

4×4

- (a) What do you mean by core marketing concept? Discuss with suitable examples.
- (b) What is marketing mix? Discuss various components with example.
- (c) What is relationship marketing? Why it is important in recent marketing arena? 1+3
- (d) Distinguish between sales promotion and advertising.

- (e) Explain the prospecting in selling process.
- (f) Explain the sales force training methods.
- (g) Discuss different situations where role of personal selling is vital.
- (h) 'A well organized and developed sales force is the envy of your competitors' – Illustrate with examples.

3. Answer any *two* questions.

2×8

- (a) What are the different types of sales promotion? Discuss briefly.
- (b) 'Some of the Environmental forces are controllable whereas the others are beyond the control of a firm' – Discuss effects of any one external environmental factor on business, with suitable example.
- (c) What do you mean by sales force motivation? Discuss the various methods of motivation of sales force.

4+4

(d) 'Salesmanship is both an Art as well as a Science' — Illustrate your answer.

[Internal Assessment - 10 Marks]

2022

M B A

2nd Semester Examination

RESEARCH METHODOLOGY

PAPER—MBA-204

Full Marks : 50

Time : 2 Hours

The figures in the right-hand margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

Illustrate the answers wherever necessary.

Answer all questions.

1. Answer any four questions. 4×2

(a) What do you mean by Applied Research?

(b) What is cluster sampling?

(Turn Over)

- (c) Explain the term 'sampling error'.
- (d) What is research hypothesis?
- (e) What are the purpose of review of literature?
- (f) When can we apply chi-square test?

2. Answer any *four* questions.

4×4

- (a) What are the objectives of research?
- (b) Explain the term 'casual research' with 'a suitable example'.
- (c) Distinguish between research method and research methodology.
- (d) Write a note on 'proportionate stratified random sampling' with a suitable example.
- (e) Distinguish between 'type I error' and 'type II error' in hypothesis testing.

- (f) Distinguish between parametric test and non parametric test with examples.

3. Answer any *two* questions. 2×8

- (a) Discuss various types of measurement scales on the basis of their importance.
- (b) Discuss various elements of a research report.
- (c) Discuss various methods of collecting primary data in research work.
- (d) Discuss the process of testing hypothesis in research.

[Internal Assessment - 10 Marks]
