



UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) Fourth Year : 2nd Annual-2019 & Annual-2020

Roll No.

PAPER: MKT-1 Sales Management (Marketing Specialization)

Time: 3 Hrs. Marks: 100

SPECIAL EXAMINATION, AJMAN, U.A.E.

NOTE: Attempt any FIVE questions. All questions carry equal marks.

| | | |
|-----|---|----|
| Q1. | Discuss the place of selling in the marketing mix. | 20 |
| Q2. | Distinguish between the job description and the personnel specifications additionally write a suitable job description and personnel specification for a salesperson. | 20 |
| Q3. | What is meant by contingency planning and when is it required in the marketing planning process? | 20 |
| Q4. | Describe the advantages and disadvantages of different salesforce organisation structures. | 20 |
| Q5. | Discuss the importance of the sales budget in the corporate budgetary process. | 20 |
| Q6. | Produce a balanced argument that looks at the differences between qualitative and quantitative measures of sales performance. | 20 |
| Q7. | Discuss the component parts of the communications mix. | 20 |
| Q8. | What characteristics are required to be a successful sales leader? | 20 |



UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) Fourth Year : 2nd Annual-2019 & Annual-2020

Roll No.

PAPER: MKT-2 Marketing Research (Marketing Specialization)

Time: 3 Hrs. Marks: 100

SPECIAL EXAMINATION, AJMAN, U.A.E.

NOTE: Attempt any FIVE questions. Question # 1 is Compulsory.
All Questions carry equal marks.

| | | |
|-----|---|--------|
| Q:1 | Briefly discuss the following: I. Exploratory research II. Buyer behavior III. Advantages of computer assisted interviews IV. Dependability of data V. Forecasting | 4x5=20 |
| Q:2 | Define marketing research and explain marketing research process in detail. | 20 |
| Q:3 | What is meant by secondary data? Why this type of data needs to be used in marketing research? Also discuss the classifications, specifications and criteria for evaluating secondary data. | 20 |
| Q:4 | Define the types of errors in research. Also explain the random sampling error with examples. What are the effects of random sampling error on your research and how it can be controlled? | 20 |
| Q:5 | In detail, discuss the survey methods classified by mode of administration. Give appropriate examples to support your answer. | 20 |
| Q:6 | What is meant by cross sectional and longitudinal research designs? Discuss the relative advantages and disadvantages of both designs. | 20 |
| Q:7 | Explain the classifications, scope, importance and nature of marketing research. Give appropriate examples in support of your answer. | 20 |



UNIVERSITY OF THE PUNJAB

B.B.A. (Hons.) Fourth Year : 2nd Annual-2019 & Annual-2020

Roll No.

Subject: Small Business Management (Marketing / Finance Specialization)

Paper: 3

Time: 3 Hrs. Marks: 100

SPECIAL EXAMINATION, AJMAN, U.A.E.

NOTE: Attempt any FIVE questions. Question # 1 is Compulsory.

| | | |
|-----|--|--------|
| Q:1 | Briefly discuss the following: I. Advantages of a good business location II. Role of operational planning III. Difference between small business and entrepreneurial venture IV. Profit planning V. Selling a business to outsiders | 4x5=20 |
| Q:2 | Explain the importance of planning. Also discuss the role of strategic planning and SWOT analysis. | 20 |
| Q:3 | How to start a small scale business? Also discuss the role and importance of a business plan for the successful execution of a startup. | 20 |
| Q:4 | Shed light on the importance of small businesses. Also discuss the factors contributing to the success of small businesses. | 20 |
| Q:5 | How small business can establish an effective purchasing procedure? What things should be taken into consideration at the time of supplier selection? | 20 |
| Q:6 | Write down the advantages and disadvantages of a family owned business. Also discuss the exit strategies from a family owned business. | 20 |
| Q:7 | Define budget and elaborate its types. Also discuss the procedure for planning cash needs. | 20 |