

## **Marketing Management II**

### **Question Bank**

1. Explain buyer action theory?
2. Draw Maslow's hierarchy?
3. Explain Maslow's hierarchy?
4. Explain motives?
5. What are techniques to determine customers buying motives?
6. What are the steps to an effective product demonstration/
7. Explain different types of objections?
8. Write procedure for answering objections?
9. Explain closing the sale?
10. Name all the stages in the personal selling process?
11. Explain the importance of prospecting?
12. How to prospecting for leads?
13. Write examples of random lead searching?
14. Write examples of selective lead searching?
15. Explain marketing information systems?
16. Explain customer relationship management?
17. Explain data mining system?
18. Write all steps of prospecting plans?
19. Explain qualifying: how a lead becomes a prospect?
20. What is personal selling process (psp)?
21. What is prospecting?
22. What is name?
23. What is data mining?
24. What is networking?
25. What is centers of influence?
26. What is customer relationship management?
27. What is cold calling?
28. What is spotters?
29. What is endless chain?
30. What is territory blitz?