

2016

(Old Course)

(**Personal Selling**)

Full Marks : 80

Pass Marks : 32

1. Answer the following as directed :

(a) Salesmanship includes / excludes personal selling. 1

(Choose the correct one)

(b) Personal selling is a single-way communication. 1

(Write True or False)

(c) Mention two basic reasons for the failure of the salesman to close the sale effectively. 2

(d) The first step in the selling process is _____ . 1

(Fill in the blank)

(e) Write the full form of FMCG. 1

(f) The prime objective of sales department is to increase sales / profits. 1

(Choose the correct one)

(g) Sales planning is a part of overall managerial planning.

1

(Write True or False)

2. Write short notes on any *four* of the following : $4 \times 4 = 16$

(a) Product knowledge

(b) Prospecting

(c) Significance of follow-up

(d) Limitations of personal selling

(e) Handling objections

3. (a) Explain the nature and scope of personal selling. $6 + 6 = 12$

Or

(b) Discuss briefly the functions of a salesman. 12

4. (a) "Outstanding salesmen are self-made." Explain the essential qualities of a good salesman in the light of this statement. 11

Or

(b) Why should a salesman have—

(i) knowledge of the company;

(ii) knowledge of the customers?

$5\frac{1}{2} + 5\frac{1}{2} = 11$

5. (a) Write an explanatory note on 'scientific selling process'. 11

Or

(b) Explain briefly the basic steps in personal selling. 11

6. (a) What is an oral presentation? How can it be made effective? 4+7=11

Or

(b) Distinguish between : $5\frac{1}{2}+5\frac{1}{2}=11$

(i) Approach and Pre-approach

(ii) Approach and Presentation

7. (a) Discuss the importance of closing in a sales talk. 11

Or

(b) Explain in brief the different types of objections. 11

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