

2017

(Old Course)

(**Personal Selling**)

Full Marks : 80

Pass Marks : 32

1. (a) Write True or False : 1×4=4

(i) Personal selling is concerned with human element in market dealing.

(ii) Personal selling creates and retains customers.

(iii) 'Knowledge of market' is not an essential content of a good training programme.

(iv) Advertising is not a two-way communication.

(b) Answer the following questions : 1×4=4

(i) State one of the functions of personal selling.

(ii) State the meaning of selling points.

(iii) Mention one of the indicators to trace a customer.

(iv) State one of the objectives of approach.

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

- (a) Scientific selling process
- (b) Limitation of personal selling
- (c) Knowledge of product
- (d) Importance of follow-up
- (e) Handling objections
- (f) Knowledge of the company

3. (a) Explain the concept of personal selling. Discuss the basic features of personal selling. 3+8=11

Or

(b) Discuss the scope and merits of personal selling. 5+6=11

4. (a) "Sales personality is a matter of certain requisites qualities." Comment and explain the qualities of a salesman. 11

Or

(b) Who is a creative salesman? What are the features of creative salesman? 4+7=11

5. (a) "Sales refers to a series of logical steps taken by salesman." Comment and explain the steps taken by salesman. 11

Or

- (b) Define pre-approach. Discuss the objectives of pre-approach. 11

6. (a) What is presentation? State the need for useful presentation. 4+8=12

Or

- (b) What do you mean by approach? State the various useful approaches in selling of goods and services. 12

7. (a) What do you mean by prospecting? Explain its significance. 4+7=11

Or

- (b) State and explain the different types of objections usually raised by a prospect. 11

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