

10/05/2018  
Evening

[This question paper contains 2 printed pages.]

Your Roll No.....

**Sr. No. of Question Paper : 9439**

Unique Paper Code : 61018408

Name of the Paper : Marketing and Personal Selling

Name of the Course : **B.Voc. (Banking & Insurance)  
(GEC-4.2)**

Semester : IV

Duration : 3 Hours

Maximum Marks : 75

**Instructions for Candidates**

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt **all** questions.
3. **All** questions carry equal marks.

1. How personal Selling differs from normal sale? Discuss the changing role of personal selling.

**OR**

Discuss briefly the various theories of selling.

2. What do you mean by a Sales Territory? Explain the advantages and disadvantages of establishing a sales territory.

P.T.O.

**OR**

Why motivation of sales force is more important compared to employees of other sphere of activity in the organisation?

3. What is a Sales Budget? Discuss the factors you would like to consider while preparing a Sales Budget.

**OR**

You are appointed as a Sales Manager in a Refrigerator Company and has been asked by the management to make a sales presentation to handle various types of objections what prospect information would you want to obtain prior to making a sales presentation.

4. Discuss nature, scope and importance of marketing in the modern era. How you will handle the macro and micro environment factors in your marketing plan.

**OR**

What is consumers buying process? Discuss the factors influencing consumer buying decision.

5. What do you mean by personal selling process? Discuss various steps in the personal selling process.

**OR**

Discuss any three methods of pricing a product and explain the difference in pricing policies and sales strategies.