

Unique Paper Code	:	62413635
Name of the Paper	:	Personal Selling and Salesmanship
Name of the Course	:	B.A. (Programme)
Mode	:	CBCS
Semester	:	VI
Duration	:	3 hours
Maximum Marks	:	75 Marks

Q1.

- Discuss the objectives and importance of personal selling.
- Explain the different types of Selling Situations.

Or

- Discuss the role of personal selling in CRM.
- What are the qualities of an effective salesperson?

Q2.

Explain the Problem Solving Approach used in personal selling. What is Right Set of Circumstances Theory? How is it different from the Problem Solving Approach? (15M)

Or

Explain the AIDAS model of personal selling. Contrast it with Modern Sales Approach used in personal selling. (15 M)

Q3. (a) Distinguish between emotional and rational buying motives. Support your answer with examples.

(b) Discuss Maslow's need hierarchy theory of motivation and its uses in personal selling. (7M)

Or

(a) Explain the concept of motivation and its objectives and nature. Why a salesperson should understand the level of motivation of a prospect? (8M)

(b) Explain rational buying motives. How are they helpful for a salesperson?

Q4. Why is customer follow-up an important stage in personal selling process? What techniques can be employed to make a customer feel delighted? (15M)

Or

What is "Prospecting"? Discuss the various methods which can be employed at the prospecting stage of selling. (15 M)

Q5 Why "close" has to be initiated in sales process? Explain different types of close in personal selling. (15M)

Or

Why are objections being raised by the customers? What are the different types of objections? Explain the methods of handling the objections by a salesperson. (15M)

Q6. Write short notes on any **three**:

(3*5= 15M)

- a) Fear as a Buying Motive
- b) Cash Memo
- c) Ethics in Personal Selling
- d) Sales Audit
- e) Approach Stage of the Selling Process
- f) Sales Report