

5081

4

(c) Categories of objections

(d) Advantages of sales presentations



(200)

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5081

J

Unique Paper Code : 2924001208/2924000028

Name of the Paper : Personal Selling

Name of the Course : **BMS (UGCF-2022) Generic Elective**

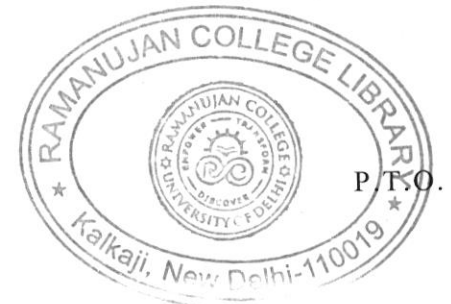
Semester : IV/VI

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll. No. on the top immediately on receipt of this question paper.
2. All Questions carry equal marks.
3. The Question paper contains 5 Questions.
4. Attempt all Questions.



P.T.O.

5081

2

1. (a) Describe the characteristics of a successful salesperson. How can these traits be developed?
(9)
- (b) How can personal selling be positioned as an attractive career path for students today? (9)
2. (a) Explain the AIDAS model using the example of selling a new smartphone. (9)
- (b) How does the theory of Right Set of Circumstances influence the selling process in a B2B environment? (9)
3. (a) Outline the steps involved in closing a sale. Which technique would be most appropriate for selling a health insurance plan? (9)

5081

3

- (b) What are the advantages of post-sale follow-up for building long-term relationships? (9)
4. (a) Define sales territory. What factors should be considered while setting up territories for a national e-commerce company? (9)
- (b) Illustrate with examples how sales territory planning affects performance monitoring. (9)
5. Write short notes on any three: (3x6=18)
- (a) Sales Knowledge and its role in Pre-Approach
- (b) Importance of trust-building in personal selling