

Total No. of Printed Pages—3

5 SEM TDC PRSL 3 (SP)

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(November)

COMMERCE

(Speciality)

Course : 503

(Personal Selling)

Full Marks : 80

Pass Marks : 32

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. Write True or False : 1×8=8

- (a) Personal selling is concerned with human element in marketing dealings.
- (b) A good sales person should have rigidity in dealing customers.
- (c) Advertising is less effective as compared to personal selling.
- (d) 'Knowledge of market' is not an essential content of a good training programme.

- (e) 'AIDA theory' of selling is based on buyers' orientation.
- (f) The planning which avoid non-productive calls is known as prospecting.
- (g) Salesmanship is the ability to change human needs into human wants.
- (h) 'Straight salary method' is one of the most common methods of compensation in personal selling.

2. Write short notes on the following : 4×4=16

- (a) Personal selling as a career
- (b) Limitations of personal selling
- (c) Knowledge of company
- (d) Scientific selling process

3. (a) Define personal selling. Discuss the importance of personal selling. 4+7=11

Or

- (b) Discuss the important functions of a salesman. 11

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

Or

(b) What do you mean by 'product knowledge'? State its significance in personal selling. $4+7=11$

5. (a) What do you understand by 'prospecting'? Explain the essentials of a good prospect. $4+7=11$

Or

(b) Define pre-approach. Discuss the objectives of pre-approach. $4+7=11$

6. (a) What do you mean by presentation? Explain the essentials of a good presentation. $4+7=11$

Or

(b) What is approach? State the objectives and significance of approach. $3+4+4=11$

7. (a) What is a 'closing of sales'? Explain the requisites of a sound and successful close. $4+8=12$

Or

(b) Write notes on the following : $6+6=12$

(i) Types of objections

(ii) Importance of follow-up

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