

**2024/TDC (CBCS)/EVEN/SEM/  
COMSEC-601T/201**

**TDC (CBCS) Even Semester Exam., 2024**

**COMMERCE**

**( 6th Semester )**

**Course No. : COMSEC-601T**

**( Personal Selling and Salesmanship )**

Full Marks : 50  
Pass Marks : 20

**Time : 3 hours**

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

**UNIT—I**

- 1. Answer any three of the following as directed : 1×3=3**

**(a) Define personal selling.**

**(b) Personal selling is a two-way communication process.**

**( Write True or False )**

( 2 )

- (c) Define sales management.
- (d) Personal selling is the part of product mix.

( Write True or False )

2. Answer any *one* of the following questions : 2

- (a) Mention two elements of sales management.
- (b) Mention two roles of personal selling.

3. Answer any *one* of the following questions : 5

- (a) Narrate the various features of personal selling.
- (b) Discuss the importance of sales management.

UNIT—II

4. Answer any *three* of the following as directed :  $1 \times 3 = 3$

- (a) Mention one trait of personality of a salesperson.
- (b) Write one role of a salesperson.

( 3 )

- (c) Define salesmanship.
- (d) The development of new technology has no impact on salesmanship.

( Write True or False )

5. Answer any *one* of the following questions : 2

- (a) Write two importances of salesmanship.
- (b) Mention two important scopes of salesmanship.

6. Answer any *one* of the following questions : 5

- (a) Discuss the various types of salesmanship.
- (b) Discuss the various qualities of a good salesperson.

UNIT—III

7. Answer any *three* of the following as directed :  $1 \times 3 = 3$

- (a) What is the highest level of need according to Maslow theory?

( 4 )

- (b) Buying motives assist in product planning.

( Write True or False )

- (c) Buying motives can be classified as \_\_\_\_\_ and \_\_\_\_\_.

( Fill in the blanks )

- (d) A motive is an inner urge that moves a person to some action.

( Write True or False )

8. Answer any *one* of the following questions : 2

- (a) Explain two principles of buying motives.

- (b) Write two uses of buying motives in personal selling.

9. Answer any *one* of the following questions : 5

- (a) Explain the significance of motivation and its impact on personal selling.

- (b) Explain the Maslow need hierarchy theory in relation to buying motives.

( 5 )

UNIT—IV

10. Answer any *three* of the following as directed : 1×3=3

- (a) Which is the last step in selling process?

- (b) Selling process is purely a psychological process.

( Write True or False )

- (c) Define sales process.

- (d) What is prospecting?

11. Answer any *one* of the following questions : 2

- (a) Write two benefits of sales process.

- (b) Give two points of distinction between presentation and demonstration.

12. Answer any *one* of the following questions : 5

- (a) What are the steps involved in the sales process? Discuss.

- (b) Discuss the various steps involved in presentation and demonstration.

( 6 )

UNIT—V

13. Answer any *three* of the following as directed :  $1 \times 3 = 3$

- (a) Give an example of ethics in selling.
- (b) Define sales report.
- (c) An ideal sales report follows the 4C's—  
"clear, \_\_\_\_\_, complete and correct".  
( Fill in the blank )
- (d) \_\_\_\_\_ is a business document given by  
the seller to the buyer when cash is  
accepted as a payment.

( Fill in the blank )

14. Answer any *one* of the following questions : 2

- (a) Write two importances of ethical selling  
from company/manufacturer point of  
view.
- (b) What is ethical selling?

( 7 )

15. Answer any *one* of the following questions : 5

- (a) Write the various importances of sales  
report.
- (b) Discuss the various salient features of a  
good sales report.

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