

**2022/TDC (CBCS)/EVEN/SEM/
COMSEC-601T/159**

TDC (CBCS) Even Semester Exam., 2022

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*

SECTION--A

Answer any *fifteen* of the following as directed :

1×15=15

- 1. What is personal selling?**
- 2. Personal selling is one of the promotion tools in the promotion mix.**

(Write True or False)

(2)

3. Mention one characteristic of personal selling.
4. Write one principle of selling.
5. What are career opportunities?
6. The salesman must be able to influence the buyer towards the directed product/service.
(Write True or False)
7. A salesman does not contribute to inventory management.
(Write True or False)
8. What is salesmanship?
9. Define buying motives.
10. Write one importance of buying motives in personal selling.
11. Buying motives assist in product planning.
(Write True or False)

(3)

12. A motive is an inner urge that moves a person to some actions.
(Write True or False)
13. What is need hierarchy?
14. Write one prospecting method.
15. Write the meaning of presentation.
16. Qualifying a prospect on the basis of eligibility is a wastage of time for the salesperson.
(Write True or False)
17. KPIs stands for Key Performance Institutions.
(Write True or False)
18. Write the meaning of cash memo.
19. Sales report is the document in which activities of all the departments in a business are recorded.
(Write True or False)
20. What is sales report?

(4)

SECTION—B

Answer any *five* of the following questions : $2 \times 5 = 10$

21. Mention two roles of personal selling.
22. Write two disadvantages of personal selling.
23. Mention two important scopes of salesmanship.
24. Write two duties of a salesman.
25. Define patronage buying motives.
26. Write the meaning of emotional product buying motives.
27. Write two benefits of sales process.
28. Define sales process.
29. Write two importances of sales report.
30. Write two salient features of good sales report.

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(Continued)

(5)

SECTION—C

Answer any *five* of the following questions : $5 \times 5 = 25$

31. Narrate the nature of personal selling.
32. Write the advantages of personal selling.
33. Describe the various types of salesmanship.
34. Discuss the significance of salesmanship.
35. Write a note on buyer motivation.
36. Explain the Maslow Hierarchy theory in relation to buying motives.
37. Elaborate the various types of sales presentation.
38. Discuss the rules for overcoming objections.
39. Write the characteristics of ethical selling.
40. Discuss the various contents of sales manual.

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