

Exam Code: 1262

Sub. Code: 8912

1069

Diploma Course (Add-on)

Advertising and Sales Management

Paper –II: Personal Selling and Salesmanship

Time allowed: 3 Hours

Max. Marks: 75

**NOTE:** Attempt five questions in all, including Question No. 1 which is compulsory.

x-x-x

- I. Attempt any five of the following:-
  - a) What is Personal Selling? Is it a science or art or profession?
  - b) Discuss the limitations of selling as a career.
  - c) Explain the characteristics of successful salespersons.
  - d) Explain its advantages of Door-to-Door selling.
  - e) What is the role of personal selling in creating create a good brand image?
  - f) Explain the importance of Distribution network relationship.
  - g) Explain different types of buying motives. (5x3)
- II. Describe the various types of salesman. Explain the seven step process of salesmanship. (15)
- III. Enumerate the essentials of effective selling? What are the steps to be taken for selling goods to urban people? (15)
- IV. Explain the qualities of a good sales report. How does the salesman submit their periodic reports? (15)
- V. Explain the different Selling concepts. Explain the reasons of sales people fail? (15)
- VI. Discuss the opportunities currently available in India for choosing selling as a career. (15)
- VII. Compare the Cost of advertising Vs cost personal selling. What is objection handling? What are the methods?
- VIII. Differentiate between Consumer and industrial markets. Outline briefly its implications on the selling function. (15)

x-x-x