

2082

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 importance of personal selling ?
 - b) What is intensive distribution ?
 - c) What are different buying motives?
 - d) List different types of market.
 - e) What are some weaknesses in sales?
 - f) What do you understand by sales manual order book?
 - g) Define distribution network relationship with example? (5x3)
- II. What are the objectives of personal selling? Discuss the advantages and disadvantages of personal selling. Explain in what situations door to door selling is more advantages than advertising. (15)
- III. Explain the various steps in personal selling process. Discuss various emerging trends and challenges in personal selling in digital era. (15)
- IV. List the advantages and disadvantages of adopting selling as a career. How you see personal selling as a career? (15)
- V. What are the key traits of a successful sales person with particular reference to consumer services? Explain how communication skills and active listening skills can help sales person. (15)
- VI. What are different types of distribution network relationship strategies? How do you create a distribution network? What are the challenges involved in managing dealer network relationships? (15)

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- VII. Explain briefly various sales reports and documents associated with personal selling. (15)
- VIII. What are the different types of selling situations for Personal selling? What are the problems faced in personal selling while selling to consumers and firms. (15)

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