

**2023/TDC(CBCS)/EVEN/SEM/
COMSEC-601T/416**

TDC (CBCS) Even Semester Exam., 2023

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. Personal selling is a part of _____ mix.

(Fill in the blank)

2. Personal selling is the oral presentation and
face-to-face interaction.

(Write True or False)

3. Auction selling is a method of personal selling.

(Write True or False)

4. What is push strategy?

5. A salesman does not contribute to inventory management.

(Write True or False)

6. The advent of new technologies have had no impact on salesmanship.

(Write True or False)

7. Define salesmanship.

8. Mention one type of salesmanship.

9. Explain the term 'buying motives'.

10. Who is A. H. Maslow?

11. Buying motives has no role in promotion mix.

(Write True or False)

12. Buying motives can be classified as _____ and _____.

(Fill in the blanks)

13. Write one technique of pre-approach.
14. Selling process is purely a psychological process.
(Write True or False)
15. Sales process is a step of sequential steps that cannot be repeated.
(Write True or False)
16. Write one prospecting method.
17. Write one objective of making sales report.
18. Write one benefit of sales manual.
19. Write one essential of effective sales manual.
20. KPIs stands for Key Performance Indicator.
(Write True or False)

SECTION—B

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

21. Write two merits of personal selling.
22. Write two limitations of personal selling.
23. Write two roles of a salesman.

24. Write at least two significances of salesmanship.
25. Write two natures of motivation.
26. Write two importances of buying motive in personal selling.
27. Write two steps of sales process.
28. Give two points of distinction between presentation and demonstration.
29. Define order book.
30. Write the meaning of cash memo.

SECTION—C

Answer any *five* of the following questions : 5×5=25

31. Discuss the various characteristics of personal selling.
32. Differentiate between marketing and selling.
33. Write the various qualities of a salesman.
34. Elaborate the various types of salespersons.

35. Discuss in detail the various types of 'buying motives'.
36. Relate the Maslow hierarchy theory with buying motives.
37. Write in detail the various stages of sales process.
38. Write about various types of sales presentation.
39. Write the features of an order book.
40. Write the characteristics of ethical selling.
