



**2021/TDC(CBCS)/EVEN/SEM/
COMSEC-601T/154**

**TDC (CBCS) Even Semester Exam.,
September—2021**

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 questions :

1×15=15

1. What is personal selling?
2. What is salesmanship?
3. Define sales management.
4. Write one principle of selling.



(2)

5. Mention one trait of personality of a salesperson.
6. Write one importance of personal selling.
7. Mention one purpose of personal selling.
8. Write one role of salesperson.
9. State one characteristic of a good salesman.
10. What is product-oriented selling?
11. What is consultative selling?
12. Who is an order-taker?
13. What is motivation?
14. What is buying motive?
15. Write one use of personal selling.
16. What is psychological need?
17. What is need hierarchy?
18. Mention one principle of personal selling.
19. What is selling process?

22J/155

(Continued)

(3)

20. What is prospecting?
21. Write one technique of preapproach.
22. What is presentation?
23. What is demonstration?
24. Give an example of post-sales activity.
25. What is a sales report?
26. What is sales manual?
27. What is an order book?
28. What is a cash memo?
29. Write one importance of tour diary.
30. State one feature of ethical aspect of selling.

SECTION—B

Answer any *five* of the following questions : 2×5=10

31. Mention two elements of sales management.
32. Give two points of distinction between personal selling and salesmanship.

22J/155

(Turn Over)



(4)

33. Write two characteristics of a good salesman.
34. Mention two important career opportunities in selling.
35. Explain two principles of motivation.
36. Write two uses of buying motives in personal selling.
37. Give two points of distinction between presentation and demonstration.
38. Mention two elements of post-sales activities.
39. Write two advantages of sales manual.
40. State two principles on ethical aspects of selling.

SECTION—C

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

41. Discuss the nature of personal selling.
42. Write a brief note on sales management.
43. Explain the good qualities of salesman.

22J/155

(Continued)

(5)

44. Narrate the measures of selling to make it an attractive career.
45. Discuss briefly Maslow's theory of need hierarchy.
46. Explain the significance of motivation and its impact on personal selling.
47. Discuss the importance of demonstration to boost-up selling process.
48. Discuss the methods of prospecting.
49. Write a brief note on sales manual.
50. Discuss the ethical aspects of selling.

22J—1130/155

2021/TDC(CBCS)/EVEN/SEM/
COMSEC-601T/154