

**2024/TDC (CBCS)/EVEN/SEM/
COMSEC-601T/201**

TDC (CBCS) Even Semester Exam., 2024

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**

UNIT—I

**1. Answer any three of the following as
directed : 1×3=3**

(a) Define personal selling.

**(b) Personal selling is a two-way
communication process.**

(Write True or False)

(2)

- (c) Define sales management.
- (d) Personal selling is the part of product mix.

(Write True or False)

2. Answer any *one* of the following questions : 2

- (a) Mention two elements of sales management.
- (b) Mention two roles of personal selling.

3. Answer any *one* of the following questions : 5

- (a) Narrate the various features of personal selling.
- (b) Discuss the importance of sales management.

UNIT—II

4. Answer any *three* of the following as directed : $1 \times 3 = 3$

- (a) Mention one trait of personality of a salesperson.
- (b) Write one role of a salesperson.

24J/817

(Continued)

(3)

- (c) Define salesmanship.
- (d) The development of new technology has no impact on salesmanship.

(Write True or False)

5. Answer any *one* of the following questions : 2

- (a) Write two importances of salesmanship.
- (b) Mention two important scopes of salesmanship.

6. Answer any *one* of the following questions : 5

- (a) Discuss the various types of salesmanship.
- (b) Discuss the various qualities of a good salesperson.

UNIT—III

7. Answer any *three* of the following as directed : $1 \times 3 = 3$

- (a) What is the highest level of need according to Maslow theory?

24J/817

(Turn Over)

(4)

(b) Buying motives assist in product planning.

(Write True or False)

(c) Buying motives can be classified as _____ and _____.

(Fill in the blanks)

(d) A motive is an inner urge that moves a person to some action.

(Write True or False)

8. Answer any one of the following questions : 2

(a) Explain two principles of buying motives.

(b) Write two uses of buying motives in personal selling.

9. Answer any one of the following questions : 5

(a) Explain the significance of motivation and its impact on personal selling.

(b) Explain the Maslow need hierarchy theory in relation to buying motives.

24J/817

(Continued)

(5)

UNIT—IV

10. Answer any three of the following as directed : $1 \times 3 = 3$

(a) Which is the last step in selling process?

(b) Selling process is purely a psychological process.

(Write True or False)

(c) Define sales process.

(d) What is prospecting?

11. Answer any one of the following questions : 2

(a) Write two benefits of sales process.

(b) Give two points of distinction between presentation and demonstration.

12. Answer any one of the following questions : 5

(a) What are the steps involved in the sales process? Discuss.

(b) Discuss the various steps involved in presentation and demonstration.

24J/817

(Turn Over)

(6)

UNIT—V

13. Answer any three of the following as directed : 1×3=3

(a) Give an example of ethics in selling.

(b) Define sales report.

(c) An ideal sales report follows the 4C's—
“clear, _____, complete and correct”.

(Fill in the blank)

(d) _____ is a business document given by the seller to the buyer when cash is accepted as a payment.

(Fill in the blank)

14. Answer any one of the following questions : 2

(a) Write two importances of ethical selling from company/manufacturer point of view.

(b) What is ethical selling?

24J/817

(Continued)

(7)

15. Answer any one of the following questions : 5

(a) Write the various importances of sales report.

(b) Discuss the various salient features of a good sales report.

24J—1150/817

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