

2023 (May)

(SKILL-ENHANCEMENT COURSE)

**PERSONAL SELLING AND SALESMANSHIP**

Paper :6.1

Full Marks:40

Pass Marks:12

Time: 2 hours

**The Figures in the margin indicates full marks for the questions**

1. Answer the following as directed.

1 X 4 = 4

- (a) Personal Selling is a single way communication.(write True or False).
- (b) Write the full form of FMCG.
- (c) Give an example of travelling salesman.
- (d) Mention one basic reason for the failure of the salesman to close the sale effectively.

2. Write short notes on any two of the following.

4 X 2 = 8

- (a)Personal Selling as a career.
- (b)Approach
- (c)Closing of Sale.
- (d)Nature of Personal selling.

3. (a) Explain the importance and limitations of personal selling.

8 + 6 = 14

Or

(b) What do you mean by buying motive? Discuss the need theory of Maslow.

4 + 10 = 14

4.(a) What do you mean by presentation and demonstration.Explain the essentials of Good presentations.

4 + 10 = 14

Or

(b) Write about the sales manual, order Book,Cash Memo and Tour Diary.

14

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