

QUESTION 2011

Group – A **(Multiple Choice Type Questions)**

1. Choose the correct alternatives for any *ten* of the following:
- i) Which type of sales personnel concentrate on performing promotional activities?
- a) Missionary salespeople
 - ✓c) Outside order getters
 - b) Sales engineers
 - d) Inside order getters
- ii) At which stage in the personal selling process do you search for and qualify potential customers?
- ✓a) Prospecting
 - c) Introduction
 - b) Preapproach
 - d) Initial canvassing
- iii) Excuses for NOT making a purchase commitment or decision are called
- a) rationalizations
 - c) objections
 - ✓b) constraints
 - d) refusals
- iv) At which stage of the personal selling process would you obtain purchase commitment from the prospect?
- a) Approach
 - ✓c) Close
 - b) Presentation
 - d) Follow-up
- v) Sales persons need to clarify any doubts or objections that the customer may have. An objection brings out the latent concern of the prospective buyer. What is the most common form of objection stated by a customer?
- ✓a) Objection on the price
 - b) Objection on the presentation
 - c) Objection on the reputation of the company
 - d) Objection on the after sales services issues
- vi) In which stage of the personal selling process does the salesperson ask the potential customer to make a purchase?
- ✓a) Presentation
 - c) Closing
 - b) Approach
 - d) Follow up

vii) In XYZ organization, Mr. Rahul is an area sales Manager, 7 sales officers report to him while 6 sales representatives report to each sales officer.

What is the span of control of Rahul?

☒ a) 35

b) 17.5

c) 7

d) 10

viii) Job rotation is a method of

a) organization level analysis

☒ b) job sales training

c) Impression management

d) need assessment

ix) Work load method refers to made on the basis of quantity of this work expected form in sales personnel.

a) territorial allocation

b) sales leakage

☒ c) increment method

d) sales force objective

x) measures the effectiveness of sales personnel in securing orders.

☒ a) Order call ratio

b) Multiple quantitative performance standard

c) Calls per day

d) Call frequency

xi) persuades indirect customer.

a) Trade selling personnel

b) Technical selling personnel

☒ c) Missionary selling personnel

d) none of these

xii) The approach of sales representation in which the memorized sales talk over the main points known as

a) Container approach

☒ b) Canned approach

c) Legitimacy approach

d) Social approach

Group – B

(Short Answer Type Questions)

2. Write in brief the importance of making a prospective list of customer.

See Topic: **PERSONAL SELLING**, Short Answer Type Question No. 6. -17

3. Explain the psychological qualities of a salesman.

See Topic: **SALESMANSHIP AND QUALITIES OF SALESMAN**, Short Answer Type Question No. 6. 39

4. How do you tackle the suspicious type and argumentative type of customers?

See Topic: **APPROACH AND PRESENTATION**, Short Answer Type Question No. 2. 94

5. Woman customer is to be given top importance – Explain.

See Topic: **MISCELLANEOUS**, Short Answer Type Question No. 1. 118

6. Explain in brief the process of buying by a prospective buyer.

See Topic: **APPROACH AND PRESENTATION**, Long Answer Type Question No. 5.

Group – C

(Long Answer Type Questions)

7. Explain Buyer-Seller Dyad with suitable diagram and example. Discuss the marketing implications.

See Topic: **APPROACH AND PRESENTATION**, Long Answer Type Question No. 3.

8. Define presentation. Explain presentation essentials with detail.

See Topic: **SCIENTIFIC SELLING PROCESS**, Long Answer Type Question No. 3.

9. What do you mean by buying motives? Explain fear, comfort, fashion and curiosity buying motives with examples.

See Topic: **SALESMANSHIP AND QUALITIES OF SALESMAN**, Long Answer Type Question No. 3.

10. What are the types of product knowledge required by sales representatives? How do you motivate sales representatives?

See Topic: **SALESMANSHIP AND QUALITIES OF SALESMAN**, Long Answer Type Question No. 6.

11. Write short notes on any *three* of the following:

- a) Trade fair and exhibition as tools of sales promotion
- b) Marketing communication process
- c) Utility of training for sales personnel
- d) USP and its usage in selling
- e) Behavioural equation theory of personal selling.

a) See Topic: **MISCELLANEOUS**, Long Answer Type Question No. 3(a).

b) See Topic: **MISCELLANEOUS**, Long Answer Type Question No. 3(b).

c) See Topic: **SALESMANSHIP AND QUALITIES OF SALESMAN**, Long Answer Type Question No. 7.

d) See Topic: **SALESMANSHIP AND QUALITIES OF SALESMAN**, Short Answer Type Question No. 2.

e) See Topic: **PERSONAL SELLING**, Long Answer Type Question No. 3(b).