

**QUESTION 2012**

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

1. Choose the correct alternatives for any ten of the following:

i) The process for persuading a person to buy goods or services is known as

- ☒ a) Salesmanship
- b) Sales promotion
- c) Sales preparation
- d) Sales making

ii) Medical representatives are known as

- a) order taker
- b) order getter
- ☒ c) order creator
- d) none of these

iii) The buyer which strengthens his tendency to make a particular response is known as

- a) Response
- b) Cues
- c) Reinforcement
- ☒ d) Drives

iv) The purpose of sales quota is

- a) Estimating the market share
- b) Planning and Budgeting
- ☒ c) Act as standards for measuring performance
- d) None of these

v) Delphi technique is used in

- ☒ a) sales forecasting
- b) sales budgeting
- c) sales controlling
- d) none of these

vi) ACMEE is

- a) a Sales Compensation method
- ☒ b) a Sales Training method
- c) a Sales Motivational method
- d) None of these

vii) The first step in the buying process is

- a) Information search
- ☒ c) Problem recognition
- b) Purchase decision
- d) Evaluation of Alternatives

viii) USP is

- a) Unique Selling Program
- ☒ b) Unique Selling Proposition
- c) Unique Selling Promotion
- d) Unique Selling Percentage

- b) The most important trait in a good salesman is
- a) High Affiliation
  - ✓ b) High Dominance
  - c) Handsome
  - d) Smartness
- x) The Legends of FAB approach consists of features, advantages and
- a) Betterment
  - ✓ b) Benefits
  - c) Basics
  - d) Bargaining
- xi) 'Hopscotch' is a process of
- ✓ a) Territory assignment
  - b) Flouting
  - c) Compensation
  - d) Motivation
- xii) Laggards adopt new products
- a) Immediately when introduced
  - ✓ b) at the end
  - c) after initiators
  - d) after early adopters

#### Group – B

(Short Answer Type Questions)

2. Briefly explain the essentials of good presentation.

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

3. What are the functions of a salesman?

See Topic: PERSONAL SELLING, Short Answer Type Question No. 7.

4. What are the different sources from which a salesman can develop product knowledge?

See Topic: SALESMANSHIP AND QUALITIES OF SALESMAN, Short Answer Type Question No. 7.

5. What are the steps in creative selling?

See Topic: PERSONAL SELLING, Short Answer Type Question No. 4.

6. Explain the merits and demerits of personal selling.

See Topic: PERSONAL SELLING, Short Answer Type Question No. 8.

#### Group – C

(Long Answer Type Questions)

7. Discuss different types of personal selling.

See Topic: PERSONAL SELLING, Long Answer Type Question No. 1.

## POPULAR PUBLICATIONS

8. "Developing the task to be performed by Sales Management is an important challenge." Elaborate on the impact of the statement in reference to managing a sales force.  
See Topic: SALESMANSHIP AND QUALITIES OF SALESMAN, Long Answer Type Question No. 8.

9. Describe the AIDAS model with suitable example.  
See Topic: SALESMANSHIP AND QUALITIES OF SALESMAN, Long Answer Type Question No. 4.

10. Elaborately state the different methods of closing of sales along with example of each such method.

See Topic: PERSONAL SELLING, Long Answer Type Question No. 2.

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

- a) Types of objection
- b) Pre-Approach
- c) Sales-Force size
- d) Order Getters
- e) Consultative selling.

a) See Topic: APPROACH AND PRESENTATION, Long Answer Type Question No. 1.

b) See Topic: SCIENTIFIC SELLING PROCESS, Long Answer Type Question No. 2(b).

c) See Topic: PERSONAL SELLING, Long Answer Type Question No. 3(c).

d) See Topic: SALESMANSHIP AND QUALITIES OF SALESMAN, Long Answer Type Question No. 9.

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