

QUESTION 2013

Group – A
(Multiple Choice Type Questions)

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

i) A is an individual acting for a company by performing one or more of the following activities:

Prospecting, communicating, servicing and information gathering.

a) marketer

b) distributor

✓ c) salesperson

d) advertiser

ii) Generally speaking, a department store salesperson that stands behind a counter is classified as a/an

a) order getter

✓ b) order taker

c) creative selling person

d) missionary salesperson

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MARKETING MANAGEMENT-II

iii) If a salesperson's position demands creative selling (such as in selling an airplane or insurance), his position is classified as being one of a/an

- a) order getter
- ✓ c) public relations specialist
- b) order taker
- d) missionary salesperson

iv) Selling is most accurately described as being communication with respect to the relationship with consumers.

- a) non-personal
- ✓ c) two-way, personal
- b) non-structured
- d) demand-directed

v) All of the following are among the chief activities of a salesperson except

- ✓ a) profit analysis
- b) prospecting
- c) servicing
- d) information gathering

vi) Sales personnel requires product knowledge to provide

- ✓ a) information regarding the product
- b) information regarding the market
- c) information regarding the distribution channels
- d) information regarding the sales

vii) The second step in the scientific selling process is

- ✓ a) prospecting
- b) pre-approach and approach
- c) overcoming objections
- d) closing

viii) The terms 'direct marketing' and 'direct selling'

- a) mean that no intermediaries are involved
- ✓ b) mean that no advertising support is required
- c) are different as direct marketing may not involve selling
- d) mean the same

ix) The most important trait in a good salesman is

- a) high affiliation
- ✓ b) high dominance
- c) handsome
- d) smartness

x) Motivating salesmen can be best achieved by

- a) reducing administrative rules
- b) arranging sales contests
- c) minimizing performance evaluation
- ✓ d) none of these

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xi) Cold calling means

- ✓ a) making sales calls without appointments
- b) fear of approaching strangers
- c) a meeting where hard decision may be taken
- d) the time just before winter arrives

xii) "The aim of marketing is to make selling superfluous. The aim is to know and understand the customer so well that the product or service fits him or her and sells itself." Who said this?

- ✓ a) Still and Cundiff
- b) Peter Drucker
- c) McMurry and Arnold
- d) Philip Kotler

Group – B

(Short Answer Type Questions)

2. Discuss briefly the ACMEE model of sales training.

See Topic: **PERSONAL SELLING**, Short Answer Type Question No. 5.

3. a) What do you mean by "Selling points"?

b) Discuss some important selling points for the following:

- i) Fruits & Vegetables
- ii) Mechanical goods

See Topic: **SALESMANSHIP AND QUALITIES OF SALESMAN**, Short Answer Type Question No. 8.

4. Discuss briefly different types of Sales presentation.

See Topic: **APPROACH AND PRESENTATION**, Short Answer Type Question No. 1.

5. Point out the reasons for the failure of the salesman.

See Topic: **SALESMANSHIP AND QUALITIES OF SALESMAN**, Short Answer Type Question No. 9.

6. Identify the different sources from which a salesman can develop product knowledge with an example.

See Topic: **SALESMANSHIP AND QUALITIES OF SALESMAN**, Long Answer Type Question No. 5(c).

Group – C

(Long Answer Type Questions)

7. a) Why is it necessary to allocate sales territories?

b) What measures can be taken up to improve territory productivity?

See Topic: **SALESMANSHIP AND QUALITIES OF SALESMAN**, Long Answer Type Question No. 1.

MARKETING MANAGEMENT-II

8. Explain diagrammatically the buyer-seller dyad. State its significance.

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

9. a) State the reasons of growing utilization of sales promotion as a promotional tool.

See Topic: **MISCELLANEOUS**, Long Answer Type Question No. 2(a)

b) What is meant by a buying motive? Explain briefly how you would appeal to the following buying motives:

- i) Shock
- ii) Pride
- iii) Pleasure
- iv) Humour

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

10. What is an 'objection'? Why do you think there can be objections in a selling situation? Discuss the different types of objections and the ways in which it can be handled.

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

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

- a) Features of a good prospect
- b) Personal selling as a career
- c) Sales quotas
- d) Closing the sale
- e) Missionary selling

a) See Topic: **SCIENTIFIC SELLING PROCESS**, Short Answer Type Question No. 1(2nd part).

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

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

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

e) See Topic: **PERSONAL SELLING**, Short Answer Type Question No. 2.