

QUESTION 2014

Group – A (Multiple Choice Type Questions)

1. Answer any ten questions

- i) The process of persuading a person to buy goods or services is known as
- | | |
|------------------------|--------------------|
| ✓ a) sales preparation | b) sales promotion |
| c) salesmanship | d) sales making |

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- ii) Medical representatives are known as
- a) order taker
 - ✓ c) order creator
 - b) order getter
 - d) none of these
- iii) _____ method of objection handling is used with the objections arising out of incorrect and misleading objections
- a) boomerang
 - c) indirect denial
 - b) yes ... but
 - ✓ d) head on
- iv) Personal selling is a process of
- a) advertising
 - c) sales promotion
 - b) public relation
 - ✓ d) none of these
- v) The communication between a sales person and the potential customer or group of customers is described as
- a) direct marketing
 - c) advertising
 - ✓ b) personal selling
 - d) publicity
- vi) The buyers behavior which strengthens his tendency to make a particular response is known as
- a) response
 - c) reinforcement
 - b) cues
 - ✓ d) drives
- vii) Through market identification, a firm can identify
- a) buyers and sellers
 - ✓ c) buyers, users and prospective buyers
 - b) buyers and prospective buyers
 - d) none of these
- viii) Routing is favorable
- a) new company
 - c) existing company
 - ✓ b) established company
 - d) none of these
- ix) The purpose of sales quotas is
- a) estimating the market share
 - b) planning and budgeting
 - ✓ c) act as standards for measuring performance
 - d) none of these
- x) 'Buyer-Seller dyad' can be described as
- a) interaction between two people
 - b) interaction between sales person and the customer
 - ✓ c) interaction between sales person and the prospective customer
 - d) interaction between customer and the customers

xi) ACMEE

- a) helps to make salesperson more effective
- b) trains new salespersons
- c) trains existing salespersons
- ✓ d) all of these

xii) A vertical marketing system is

- a) same as horizontal marketing system
- b) a multi-channel marketing system
- ✓ c) a system for unification of manufacturer, wholesaler and retailer
- d) none of these

Group – B

(Short Answer Type Questions)

2. Discuss the unique nature of personal selling with respect to the other elements of the promotion mix or marketing communication mix.

See Topic: PERSONAL SELLING, Short Answer Type Question No. 9.

3. Define salesmanship and discuss how sales management, personal selling and salesmanship are all related.

See Topic: SALESMANSHIP AND QUALITIES OF SALESMAN, Short Answer Type Question No. 10.

4. Define Personal Selling. Three major aspects of personal selling are: Professionalism, Negotiation and Relationship Marketing. Discuss.

See Topic: PERSONAL SELLING, Short Answer Type Question No. 10.

5. What are the essentials of a good presentation?

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

6. Explain a few tools for effective Demonstration.

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

Group – C

(Long Answer Type Questions)

7. Explain the following types of customer and how to handle with them as a salesman

- i) argumentative type
- ii) talkative type
- iii) hesitant type
- iv) youngster
- v) impatient type

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

8. a) Describe AIDAS model with relevant example

See Topic: **SALESMANSHIP AND QUALITIES OF SALESMAN**, Long Answer Type Question No. 4.

b) Why do prospects object? Differentiate between objection and excuse. Write down any five methods of handling objection.

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

9. a) What is Negotiation? How to formulate a negotiation strategy?

b) Write a note on Institutional selling.

a) See Topic: **APPROACH AND PRESENTATION**, Long Answer Type Question No. 7.

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

10. a) Explain Buyer-Seller Dyad with suitable diagram and example.

b) Explain the psychological qualities of a salesman.

a) See Topic: **APPROACH AND PRESENTATION**, Long Answer Type Question No. 3(or).

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

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

a) Pre-approach

b) Utility of training for sales personnel

c) USP and its usage in selling

d) Sales territories

e) Sales force size

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

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

c) See Topic: **APPROACH AND PRESENTATION**, Long Answer Type Question No. 4(or).

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

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