

## QUESTION 2015

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

i) Of the following, which is the least creative sales position?

- a) account executive
- b) order getter
- ✓c) agent
- d) order taker

ii) \_\_\_\_\_ involves two-way, personal communication between sales people and individual customers-whether face-to-face, by telephone, through video or Web conferences, or by other means

- a) persuasive selling
- b) direct marketing
- c) advertising
- d) integrated marketing communication
- ✓e) personal selling

iii) All of the following are problems associated with the poor selection of salespeople except which one?

- a) lower sales
- b) disrupted customer relationship
- ✓c) less office support
- d) costly turnover
- e) less productivity

iv) Your sales force is able to easily assess their opportunities within the firm. This feeling describes your firm's

- a) sales structure
- b) workload approach
- c) technical support
- d) prospecting
- ✓e) organizational climate

v) A \_\_\_\_\_ is a salesperson's write-up of his or her completed sales activity.

- a) sales quota
- b) time-and-duty analysis
- c) call plan
- ✓d) sales report
- e) call report

vi) The first step in the selling process is \_\_\_\_\_.

- ✓a) prospecting
- b) pre-approach
- c) approach
- d) presentation
- e) demonstration

vii) The step that follows pre-approach in the selling process is \_\_\_\_\_.

- a) demonstration
- b) qualifying
- c) handling objections
- d) presentation
- ✓e) approach



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viii) Which of the following is the least relevant characteristic that a salesperson should consider when qualifying a prospect?

- a) volume of business
- b) longevity in the market
- c) financial ability
- d) special needs
- ✓ e) location

ix) Which is not a requisite of a successful closing the sale?

- a) maintain positive attitude
- ✓ b) never impose a decision
- c) avoid interruption
- d) none of these

x) Which is not a step in buying process?

- ✓ a) evaluation and intension
- b) purchase decision
- c) need recognition
- d) none of these

xi) (I) Personal Selling is labour intensive.

(II) Personal Selling has the potential to develop relation.

- a) both statement (I) and (II) are in-correct
- ✓ b) both statement (I) and (II) are correct
- c) statement (I) is correct and (II) is in-correct
- d) statement (I) is in-correct and (II) is correct

### **Group – B**

#### **(Short Answer Type Questions)**

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

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

3. Explain in brief the essentials of good presentation.

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

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

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

5. Distinction between creative and competitive salesmanship.

See Topic: **SALESMANSHIP AND QUALITIES OF SALESMAN**, Short Answer Type Question No. 11.

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

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



**Group – C**  
**(Long Answer Type Questions)**

7. a) Explain the concept of selling points and describe selling points for any two of the following:  
(i) Sound system, (ii) Toilet shop, (iii) Cold drinks, (iv) Cars.

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

b) Explain "pre-approach". What are the problems of selling over phone?

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

8. a) Elucidate why sales promotion has become fiercer in recent times.

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

b) With illustrations, discuss the major method employed for sales promotion.

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

9. Identify the buying motives behind the purchase decision of the following product:

- i) Insurance policy
- ii) Anniversary ring
- iii) Club membership
- iv) Credit cards
- e) Savings bank account.

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

10. a) What is USP? Identify the USPs of the following product:

- (i) Pager
- (ii) Laptop
- (iii) Toilet Shops.

See Topic: **APPROACH AND PRESENTATION**, Long Answer Type Question No. 4.

b) Classify and explain different type of customer on the basis of buying purpose. Should a salesman deal with

- (i) Rural customer?
- (ii) A suspicious customer?

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

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

- a) Presentation
- b) Objections handling
- c) Industrial product
- d) Catalogues and brochures
- e) Determinations of sales force size.

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- a) See Topic: SCIENTIFIC SELLING PROCESS, Long Answer Type Question No. 2(a).
- b) See Topic: OBJECTION HANDLING, Long Answer Type Question No. 1.
- c) See Topic: PERSONAL SELLING, Long Answer Type Question No. 3(a).
- d) See Topic: APPROACH AND PRESENTATION, Long Answer Type Question No. 6.
- e) See Topic: PERSONAL SELLING, Long Answer Type Question No. 3(c).