



WEST BENGAL STATE UNIVERSITY
B.A./B.Com. Honours 3rd Semester Examination, 2021-22

ASPACOR05T-ADVERTISEMENT AND SALES PROMOTION (CC5)

PERSONAL SELLING AND SALESMANSHIP

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.*

GROUP-A

Answer any five questions from the following

2×5 = 10

1. Define Salesmanship.
2. What is Tour Diary?
3. What do you mean by recruitment of sales force?
4. What is Motivation?
5. What is Sales Demonstration?
6. What do you mean by Unethical Sales Practices?
7. What do you mean by cash memo?
8. What is Competition Knowledge?
9. What is the utility of sales report?
10. What is handling objections?
11. What do you mean by Buying Formula Theory?
12. What is Periodical Reports?
13. What is Sales Territory Coverages?
14. What is order book?
15. Mention two main advantages of personal selling.

GROUP-B

Answer any *four* questions from the following

5×4 = 20

16. Enumerate the myths of selling.
17. What are the objectives of sales management?
18. Explain the need of product knowledge to the sales person.
19. Write a short note on “Right Set of Circumstances Theory”.
20. Give some examples of emotional buying motives.
21. What are the essential qualities of a Salesman should possess in order to be successful?
22. Explain the differences between personal selling and sales management.
23. Explain the term “Rational Buying Motives”.
24. “Sales management is considered to be an important function” — Enumerate.
25. Explain the type of selling situations.
26. Mention the reasons for establishing Sales Territories.
27. What are the features of a good sales report?

GROUP-C

Answer any *two* questions from the following

10×2 = 20

28. “Deceptive and misleading sales practices are harmful for the business unit.” — In the light of this statement explain various ethical concerns in the sales management.
29. What is Personal Selling? Discuss the importance of personal selling in customer’s driven market.
30. What is Recruitment of Sales People? What are the various sources of recruitment?
31. “Companies give more importance for training of sales force.” — Elaborate.
32. Discuss the main career opportunities in selling profession.
33. Explain “AIDAS” theory of selling. What are the various ways of approaching in selling process?

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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