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47 (6) BBA-HE-6056

2023

**PERSONAL SELLING AND SALES
FORCE MANAGEMENT**

Paper : BBA-HE-6056

Full Marks : 80

Time : Three hours

***The figures in the margin indicate
full marks for the questions.***

1. Give very short answers : $1 \times 10 = 10$

(a) What is selling process ?

(b) What is sales presentation ?

(c) What is sales force management ?

(d) What is E prospecting ?

(e) What is a sales territory ?

Fill in the blanks :

(f) Personal selling provides _____
communication between the seller and
the prospect.

Contd.

(g) Situation-Response theory of selling is also known as _____.

(h) Recruitment comes _____ selection.

(i) _____ is the last step of the entire selling process.

(j) _____ are the geographical area or type of customers assigned to a sales unit such as salesperson, sales manager, franchisee, distributor or agent.

2. Answer in brief : $2 \times 5 = 10$

(a) What is personal selling ?

(b) What is canned presentation ?

(c) What is sales resistance ?

(d) What is straight salary compensation plan ?

(e) What is recruitment ?

3. Answer **any four** from the following questions : $5 \times 4 = 20$

(a) Briefly explain the qualities of an effective sales person.

- (b) Discuss the buying formula theory of selling.
- (c) Briefly explain the various sources of prospecting.
- (d) State the role of a sales manager.
- (e) Distinguish between recruitment and selection.
- (f) State the importance of sales territories.

4. Answer to the following : **(any five)**

8×5=40

- (a) Discuss the different types of selling situations.
- (b) Discuss the various theories of selling.
- (c) Discuss the various steps involved in selling process.
- (d) Discuss the various strategies for handling objections.
- (e) Discuss the different sources of recruitment of salesperson.

(f) Discuss the determining factors in establishment of sales territory.

(g) What are the different types of salespersons ? Why do people want to make a career in selling ? $4+4=8$