

Total number of printed pages-4

47 (BBA-5) PSSP (N)

2021

(Held in 2022)

**PERSONAL SELLING AND
SALES FORCE MANAGEMENT**

Paper : DSE-II (iv)

Full Marks : 80

Time : Three hours

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

1. A. State True **or** False : $1 \times 5 = 5$
- (a) AIDAS theory of selling stands for attraction, interest, desire, action and satisfaction.
- (b) Sales territory is a grouping of customers and prospects assigned to an individual salesman.
- (c) Personal selling is expensive.

Contd.



- (d) A sales manager is required to perform only those functions which are directly related to sales department.
- (e) Prospecting is the first and foremost step in the selling process.

B. Fill in the blanks : $1 \times 5 = 5$

- (a) Exhibition is a technique of sales _____.
(presentation/demonstration)
- (b) Recruitment of sales force is a _____ process. (positive/negative)
- (c) Credit losses are _____ in case of a trained salesman.
(reduced/increased)
- (d) Pre-approach in salesmanship is _____. (unnecessary/necessary)
- (e) Sales talks are _____.
(not planned/well planned)

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

- (a) Define the term personal selling.
- (b) What is selection of a salesman ?

- (c) What is sales objection ?
- (d) What do you mean by closing a sale ?
- (e) Write *two* points of distinction between sales presentation and sales demonstration.

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

- (a) Describe the essential qualities of a successful salesman.
- (b) Discuss the right set of circumstances theory of selling.
- (c) Explain the essentials of an effective sales presentation.
- (d) What are the various objectives of sales management ? Discuss.
- (e) Discuss the different sources of recruitment of salesman.
- (f) What is the importance of a sales territory ?

4. Answer **any five** from the following questions : $8 \times 5 = 40$

- (a) Define the term selling process. Discuss the various steps involved in it.



- (b) Describe the procedure of selecting right type of salesman.
- (c) What are the various sales objections encountered by a salesman during a sales talk ? Discuss.
- (d) What is sales approach ? Discuss the various methods of approaching a prospect.
- (e) State and explain the duties of a salesman.
- (f) What is objection handling ? How can a salesman overcome these objections ?
- (g) Discuss the factors determining sales territories.