

COURSE: BCOM (P.)

SEMESTER: VI

PAPER: PERSONAL SELLING AND SALESMANSHIP

Question Bank

1. What is Personal Selling? Explain its nature?
2. Discuss the objectives and importance of Personal Selling.
3. Distinguish between advertising and personal selling.
4. Explain various types of selling situations and jobs.
5. Under what conditions personal selling is a better method of promoting sales than advertising? Explain giving reasons for your answer?
6. Explain the various types of sales persons with examples. How is service selling different than development selling?
7. Is sales job different from other jobs? Explain the various essentials for effective salesmanship.
8. Explain the various personal selling situations. What is the salesman's job in different situations?
9. Explain the AIDAS theory of selling. State its merits and demerits.
10. Discuss briefly the methods used in prospecting in the process of personal selling.
11. Distinguish between rational and emotional buying motives.
12. What are the major attractions of a sales career? Why is Selling career considered difficult?
13. State the differences between personal selling, salesmanship and sales management.
14. Examine the various Personal Selling Situations. What is the salesmen's job in different situations?
15. Write a note on Relationship Marketing.
16. What is Sales Presentation? Explain the essentials of a good presentation in the process of personal selling.
17. Write a note on the following:
 - a) Maslow's Theory of Need Hierarchy
 - b) Right Set of Circumstances Theory
18. Distinguish between rational and emotional buying motives.
19. Describe in brief various steps in personal selling process. 16. Explain briefly the methods used in prospecting in the process of personal selling.
20. What is pre-approach? Why is it needed? What steps are involved in it?
21. Explain the essentials of a good presentation in personal selling process.
22. Why demonstration is necessary in personal selling process? Describe the essentials of a good demonstration?

23. Why do customers raise objections in personal selling? Explain the methods which salesman use to handle these objections. 21. What precautions should a salesman observe while handling objections from customers?
24. What is meant by closing the sale? What difficulties can arise in closing a sale?
25. Explain the methods which salesman use for closing the sale. What are the requisites for successful closing?
26. As a salesman how would you handle the following objections raised by customers at the end of a sales presentation: a) The Price is too high
b) Your product does not have a good smell
c) Your product is new
27. How would the sales presentations differ in the following cases: a) Selling laptops
b) Selling a pension plan
c) Introducing a new drug to physicians
28. a) What is a 'sales presentation'? Explain the different types of presentation formats available to a sales person.
b) Why do prospects raise objections? Discuss briefly the various types of objections raised by them.
29. Explain the process of effective selling. What do you mean by consumer buying motives? Describe the various types of buying motives.
30. What is the relationship between sales potential, sales forecast and sales quotas? Explain the guidelines that must be followed by a sales manager in arriving at an effective sales quota?
31. What are sales reports? Why are they prepared?
32. Explain the various types of sales reports.
33. Discuss the essentials of a good sales report.
34. What is a sales manual? Describe its contents.
35. Describe the essential qualities of a good sales manual.