

COURSE: BCOM (P.)

SEMESTER: VI

PAPER: PERSONAL SELLING AND SALESMANSHIP

ASSIGNMENT

1. How does personal selling differ from advertising? Discuss the changing role of personal selling.
2. 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.
3. "In these days of mass production and mass selling, personal selling continues to be an essential promotional tool for sellers." Why?
4. What is a 'sales presentation'? Explain the different types of presentation formats available to a sales person.
5. What is the significance of approach in personal selling process? Explain the methods of making the approach

CLASS TEST

1. "Selling is a very promising career for efficient people." Do you agree Explain giving the unique characteristics of an effective sales person?
2. Explain AIDAS theory of selling State its merits and demerits.
3. Write notes on:
 - (a) Prospecting
 - (b) Approach
 - (c) Handling Objections.
 - (d) Pre-approach.
 - (e) Presentation,
 - (f) Customer follow-up.

4. Differentiate between the term market potential, sales potential and sales forecast. Explain the various survey methods used for forecasting sales.
5. Why do customers raise objections in personal selling? Explain the methods which salesmen use to handle these objections.

MULTIPLE CHOICE QUESTIONS

1. Magazines add credibility to the message because of the reputation in the eyes of (a) Marketing manager (b) Retailers (c) Consumers (d) Wholesalers
2. Selecting time, choosing media types, deciding on reach of frequency and media vehicle for advertisements are part of
(a) Media strategy (b) Media execution (c) Selecting media (d) Measuring communication
3. Promotion mix includes Sales Promotion, Personal Selling, Advertising and
a) Marketing (b) Sales (c) Publicity (d) None of these
4. Independent organization of creative people for advertisement and promotional tools are called
a) Advertisement Makers b) Advertisement Creators
c) Advertisement Developers d) Advertisement Agency
5. is a promotion strategy that calls for using the sales force and trade promotion to move the product through channels.
a) Push strategy b) Pull strategy
c) Blocking strategy d) integrated strategy
6. Which among the following is not a function of ad agency?
a) Conduct market analysis b) Develop advertising plans
c) Develop media strategy d) Collect feedback from target audience.
7. is irregular in nature
(a) Promotion mix (b) Sales promotion (c) Trade promotion (d) Discount coupon
8. is the factors contributing for the rapid growth of Sales Promotion.
(a) Pressurizing by manager to increase sales (b) More external competition (c) Least difference among the brands (d) All of these
9. "Sales promotion means any steps that are taken for the purpose of obtaining or increasing sales" was stated by
(a) Kollar and Clark (b) Hanson (c) Bordan (d) AHR Detens
10. An Ad copy which informs the target group the fact that the manufacturer is established enough to give them the right goods is?

a) institutional copy b) straight selling copy c) educational copy d) expository copy

11. Copy testing is also known as

a) Pre Testing b) Copy writing c) concurrent testing d) Preview

12. A consumer contest is an example of_.

a) Personal Selling b) Sales Promotion

c) Advertisement d) Indirect Selling

13. Searching and identifying potential buyers for a product is

a) Selling b) Prospecting c) Compelling d) Canvassing

14. Determining the promotion budget on the basis of financial availability of capital is characteristic of which of the following budget methods?

a) Affordable method b) percentage-of-sales method

c) competitive-parity method d) objective-end-task method

15. The best promotional tool in any marketing is

(a) Word of mouth publicity (b) Self-liquidating promotion

(c) Push promotion (d) Dealers promotion method

16. On pack samples are the examples of

(a) Trade promotion (b) Sales promotion

(c) Manufacturers promotions (d) Fulfilment cost

17. The most popular form of advertising and it reaches to masses.

(a) Social media (b) Email (c) Television (d) Print

18. Advertising for is not allowed.

(a) Liquor (b) Washing powder (c) Cigarette (d) Both a and c

19. Advertisement provides information regarding product, or idea in non-personal forms, as no face to face contact is involved between

(a) Marketer and retailer (b) Jobber and wholesaler

(c) Buyer and customer (d) Market manager and salesman

20. are vehicles or channels through which the advertising messages are transmitted to target consumers so that the desired action may be induced at the consumer level

a) advertisement media b) advertisement copy c) advertising layout d) teaser advertisements

21. Consider the following statements:

Statement 1: Print media is the oldest and basic forms of mass communication. Statement 2: Print media can make a faster delivery than broadcast media

a) Both statements are right b) Both statements are wrong

c) Only Statement 1 is correct d) Only statement 2 is correct

22. Showing the product in a picture as being bigger than it actually is an example of a) Deception b) Subliminal Ads c) Obscene ads d) Challenging

23. A producer announced that on purchase of a particular product another product will be provided at less rate is

(a) Discount (b) Quantity gift (c) Cheap bargain (d) Promotion mix
24. Advertisement through radio was very popular till the middle of last century because of (a) Its effectiveness (b) More popular than newspaper (c) Mass reach (d) Cost of advertisement

25. "Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified person". Who stated this?

(a) Australian marketing Association (b) European marketing Association (c) China marketing Association (d) American marketing Association

26. Axe body spray ads are examples of

a) Obscene advertisements b) Deception c) Subliminal d) Rational appeal

27. Advertisement aims at

a) Product selling b) Marketing c) Customer relations d) Mass communication

28. Advertising influences the mind of the consumers by creating desire and taste (a) Old products (b) Same products (c) New products (d) Different products

29. is a non-paid form of promotion

a) Advertising b) Direct Marketing c) Sales Promotion d) Publicity

30. Sales persons who want for the sales to come to them is known as

a) Transactional b) Closers c) Relational d) Consultants

31. Marketing management must make four important decisions when developing an advertising program. All of the following would be among those decisions except:

a) Setting advertising objectives. b) Conducting advertising culture audit

c) Setting the advertising budget. d) Developing advertising strategy.

32. Creating innovative and new ideas, identifying customers benefit, selecting specific appeals for advertisements are the part of

(a) Message strategy (b) Message execution (c) Selecting media (d) Measuring communication

33. Consumer promotion, trade promotion and __ are the three forms of sales promotion a) Media Promotion b) Sales Force Promotion

c) Core Promotion d) Media Mix

34. Selecting style, tone, words for making ads are part of

(a) Message strategy (b) Message execution

(c) Selecting media (d) Measuring communication

35. It is popularly known as free form of promotion

a) Advertisement b) Publicity c) Personal Selling d) Marketing

36. If a company gives false message to the customers, it is known as

a) Obscene ads b) Subliminal ads c) Deception d) None of these

37. AIDA stands for Attention, , Desire and .

a) Interest; Action b) Idea; Approach c) Intensity; Appeal d) Involvement; Appeal 38. The basic objective of push strategy is to encourage the

a) Consumer b) middlemen c) Producer c) Public

39. Through ads customer used to take their purchasing decision in advance, in this way advertisement help in

a) Online marketing (b) Customer decision (c) Personal selling (d) Convenient purchasing

40. Is the sum total of values, assets and liabilities generated by a branded product over a period of time.

a) Brand loyalty b) Brand association c) Brand Equity d) Brand awareness

41. Excuses for NOT making a purchase commitment or decision are called a) Constraints b) Interventions c) Troubles d) Objections

42. “Think globally, act locally” is a global advertising strategies and local advertising programs under of international marketing decision.
 (a) Standardization drawbacks (b) Advertisement regulations
 (c) Standardization benefits (d) Typical responses
43. Aishwarya Rai Bachan endorsing L’Oreal is an example of?
 a) Rational appeal b) Beauty appeal c) Sex appeal d) Emotional appeal
44. Sandwich Board Advertisements is not suitable for the products like (a) Burger (b) Pizza (c) Cold drink (d) Pizza
45. The long term sales effect of the sales promotion could be
 (a) Positive (b) Negative (c) Neutral (d) All of the above
46. Drama, exhibitions, fair are effective means of
 (a) Personal selling (b) Advertisements (c) Sales territory (d) Entertainment
47. The change of customer behavior as result of promotion is measured by (a) Narrowcasting (b) Customer audit (c) Volume allowance (d) Media planning
48. Which type of promotional tool is nonpublic, immediate, interactive and customized?
 (a) Indirect marketing (b) Direct marketing(c) Viral marketing(d) E-commerce
49. The customer gets an offer of gift on some fixed date and the winners are announced through draw is called
 (a) Lucky draw (b) Instant draw and assigned gift (c) Quantity gifts (d) Rebate
50. Statement 1: Post testing is an evaluation conducted to know whether a proposed ad campaign is appealing to target group
 Statement 2: It is also known as copy testing.
 a) Both statements are rig b) Both statements are wrong
 c) Only Statement 1 is correct d) Only statement 2 is correct

Answers

1. (c) Consumers
2. (c) Selecting media
3. (c)Publicity
4. d) Advertisement Agency
5. Push strategy
6. Develop media strategy

7. (b) Sales promotion
8. (d) All of these
9. (d) AHR Detens
10. a) institutional copy
11. a) Pre Testing
12. b) Sales Promotion
13. b) Prospecting
14. a) Affordable method
15. (a) Word of mouth publicity 16. (c) Manufacturers promotions 17. (d) Print
18. (d) Both a and c
19. (c) Buyer and customer
20. a) advertisement media
21. c) Only Statement 1 is correct 22. a) Deception
23. (c) Cheap bargain
24. (c) Mass reach
25. (d) American marketing Association 26. a) Obscene advertisements
27. d) Mass communication
28. (c) New products
29. d) Publicity
30. a) Transactional
31. b) Conducting advertising culture audit
32. (a) Message strategy
33. b) Sales Force Promotion 34. (b) Message execution 35. b) Publicity
36. c) Deception
37. a) Interest; Action
38. b) middlemen
39. (d) Convenient purchasing 40. c) Brand Equity
41. d) Objections
42. (d) Typical responses 43. b) Beauty appeal
44. (c) Cold drink
45. (d) All of the above
46. (d) Entertainment
47. (b) Customer audit

48. (b) Direct marketing

49. (a) Lucky draw

50. b) Both statements are wrong