

**BACHELOR OF COMMERCE
SECOND SEMESTER
SALESMANSHIP
SVS – 209**

**SET
A**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 1.30 hrs.

Full Marks: 35

Time: 15 mins.

Marks: 10

(Objective)

Choose the correct answer from the following:

1 × 10 = 10

1. Which of the following is NOT a part of the Personal Selling Process?
 - a. Prospecting
 - b. Presentation
 - c. Transaction
 - d. Producing advertisements
2. What approach is used in Personal Selling?
 - a. Mass marketing
 - b. Social media marketing
 - c. One-on-one communication
 - d. Email campaigns
3. What is the primary purpose of the "closing" phase in personal selling?
 - a. To gather as much customer data as possible
 - b. To encourage the customer to make a decision and complete the purchase
 - c. To finalize the marketing campaign for the product
 - d. To offer a return policy and after-sale support
4. Salesmanship refers to the ability of a salesperson to:
 - a. Understand customer needs and convince them effectively
 - b. Sell any product quickly
 - c. Focus only on product features
 - d. Avoid communication with customers
5. Which type of selling focuses primarily on the immediate sale without considering customer needs in the long term?
 - a. Consultative Selling
 - b. Transactional Selling
 - c. Relationship Selling
 - d. Ethical Selling
6. In the "consultative selling" approach, the salesperson:
 - a. Focuses solely on closing the sale quickly
 - b. Ignores the customer's needs and focuses only on product features
 - c. Uses the same sales pitch for every customer
 - d. Acts as a problem solver and trusted advisor to the customer
7. Which ethical issue arises when a salesperson exaggerates the benefits of a product?
 - a. Misleading the customer
 - b. Providing a detailed analysis
 - c. Following up promptly
 - d. Offering a warranty

8. What is a Sales Quota?
- a. A specific target set for the marketing team
 - b. A predetermined target for salespeople to achieve within a set period
 - c. A target for production teams
 - d. A budget for advertising campaigns
9. What is the main purpose of territory-by-territory sales evaluation?
- a. To evaluate salespeople based on their ability to close sales quickly
 - b. To focus solely on high-revenue accounts
 - c. To assess market conditions and make necessary strategy adjustments
 - d. To limit the workload of underperforming salespeople
10. Which of the following is an example of a quota that measures performance based on sales volume?
- a. Setting a goal to acquire 100 new clients within a month
 - b. Setting a goal to achieve a certain customer satisfaction score
 - c. Setting a target to make 50 sales calls in a day
 - d. Setting a target to reach Rs. 500,000 in sales revenue

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(Descriptive)

Time : 1 Hr. 15 Mins.

Marks : 25

[Answer question no.1 & any two (2) from the rest]

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| 1. Discuss the concept of Personal Selling. How does it differ from other forms of promotion mix, such as advertising and direct marketing? | 2+3=5 |
| 2. a) What are the different types of selling strategies used by salespeople?
b) In what situations is each selling strategy most effective? Give examples. | 5+5=10 |
| 3. Explain the meaning of sales quotas. Discuss the importance of sales quotas. Mention the different types of sales quotas. | 2+4+4=10 |
| 4. Explain the meaning of sales territory management? Discuss the importance of sales territory management? Explain the steps in the process of sales territory management. | 2+4+4=10 |
| 5. Discuss the major ethical issues faced in selling today. How can they be addressed? | 8+2=10 |

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