

**BACHELOR OF BUSINESS ADMINISTRATION**  
**Fifth Semester (Repeat)**  
**ADVERTISING & SELLS PROMOTION**  
**(BBA - 21)**

**Duration: 3Hrs.**

**Full Marks: 70**

Part-A (Objective) =20  
Part-B (Descriptive) =50

**(PART-B: Descriptive)**

**Duration: 2 hrs. 40 mins.**

**Marks: 50**

**Answer any four from Question no. 2 to 7**  
**Question no. 1 is compulsory.**

1. Explain the concepts of prospecting, sales resistance and closing sales. (4+3+3=10)
2. Explain the following selling theories: (2.5×4=10)
  - a) AIDAS theory of selling.
  - b) Right set of circumstances theory of selling.
  - c) Buying Formula theory of selling.
  - d) Behavioral equation theory.
3. (a) What are the qualities of sales executives? Explain with examples. (4+6=10)  
(b) Distinguish between the roles of sales manager and sales executive.
4. (a) What are the different sales organizational structures? (4+6=10)  
(b) Explain the characteristics of each.
5. (a) What are the initial sales training needs? (4+6=10)  
(b) Explain the different training methods of Sales personnel training.
6. (a) What is sales quota? What are the objectives in using quota? (2+3+2+3=10)  
(b) Define sales territories. Why are they required?
7. Specify the different sources of sales recruits. What recruitment effort do companies adopt? (6+4=10)

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**Duration: 20 minutes**

**Marks – 20**

**(PART A - Objective Type)**

**I. Choose the correct answer:**

**1×20=20**

1. Which of the following is not part of a firm's communications mix?  
(a) Public Relations                      (b) Personal Selling  
(c) Distribution                              (d) Sales Promotion
2. Which is not a sales forecast technique?  
(a) The Delphi Technique                  (b) Trend Analysis  
(c) Market Index                              (d) Exponential Smoothing
3. The difference between transactional selling and relationship selling is  
(a) In transaction, selling buyers must pay cash.  
(b) In relationship selling, buyers and sellers must be related.  
(c) In transaction selling, sellers provide greater service.  
(d) In relationship selling, sellers work to provide value to their customers.
4. The work of setting up objectives for selling activities, determining and scheduling the steps necessary to achieve these objectives is known as.....  
(a) Selling                                      (b) Sales policy  
(c) Sales programme                          (d) Sales planning
5. Which is not a strategic role of sales management?  
(a) Tracking                                      (b) Reporting  
(c) Delivery                                      (d) Optimizes distribution
6. A \_\_\_\_\_ is an individual acting for a company by performing one or more of the following activities: prospecting, communicating, servicing, and information gathering.  
(a) Marketer                                      (b) Distributor  
(c) Salesperson                                  (d) Advertiser
7. Generally speaking, a department store salesperson that stands behind a counter is classified as a(n):  
(a) Order Getter                                  (b) Order Taker.  
(c) Creative Selling Person                      (d) Missionary Salesperson

8. Selling is most accurately described as being \_\_\_\_\_ communication with respect to the relationship with consumers.
- (a) Non-personal
  - (b) Non-structured
  - (c) Two-Way, Personal
  - (d) Demand-Directed
9. All of the following are among the chief activities of a salesperson EXCEPT:
- (a) Profit Analysis
  - (b) Prospecting
  - (c) Servicing
  - (d) Information gathering
10. The sales force serves as a critical link between a company and its customers. In many cases, salespeople serve both masters--the buyer and the seller. All of the following demonstrate this relationship EXCEPT:
- (a) Salespeople represent the company to the customer.
  - (b) Salespeople represent the customer to the company.
  - (c) Salespeople do research and intelligence for the company on the customer.
  - (d) Salespeople serve as auditors for the company to trace what is happening in the environment.
11. The sales force serves as a critical link between a company and its customers. In many cases, salespeople serve both masters--the buyer and the seller. All of the following demonstrate this relationship EXCEPT:
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12. \_\_\_\_\_ is defined as the analysis, planning, implementation, and control of sales force activities.
- (a) Sales force management
  - (b) Sales force strategy
  - (c) Sales force tactics
  - (d) Sales force motivation
13. As mentioned in the text, there are six distinct major steps in sales force management. Which of the following is the first step in that process?
- (a) Recruiting and selecting salespeople
  - (b) Supervising salespeople
  - (c) Designing sales force strategy and structure
  - (d) Evaluating salespeople
14. Which of the following sales force design structures has the following advantages: the salesperson's job is clearly defined; the salesperson gets credit for all sales made; there is encouragement to build local business relationships; and travel expenses are relatively small?
- (a) Territorial sales force
  - (b) Product sales force
  - (c) Customer sales force
  - (d) Hybrid sales force
15. Designing the sales force organization around the needs of individual buyers is characteristic of which of the following sales force structures?
- (a) Territorial sales force
  - (b) Product sales force
  - (c) Customer sales force
  - (d) Hybrid sales force

16. If a salesperson encounters a question he or she cannot answer when attempting to sell a new information system to a large corporate client, he or she will probably rely on a \_\_\_\_\_ for assistance.
- (a) Missionary salesperson            (b) Master salesperson  
(c) Technical support person        (d) Sales assistant
17. If the field sales force has been supplied with new leads (via telephone) that have been qualified, they have probably been assisted by:
- (a) Master Salespersons            (b) Sales Assistants  
(c) Technical Support Persons      (d) Telemarketers
18. The chief reason that telemarketers are increasing in their popularity versus outside selling is that:
- (a) They are better closers.  
(b) They are better at relationship selling.  
(c) They can make more calls at a cheaper price.  
(d) They are more knowledgeable the products.
19. All of the following have been cited in the text as being characteristics of the successful salesperson EXCEPT:
- (a) Enthusiasm                            (b) Persistence  
(c) Loners                                 (d) Independent
20. The best salespeople possess four key talents. Which of the following is NOT among these key talents?
- (a) The ability to close a sale.  
(b) A disciplined work style.  
(c) The ability to talk, and then talk some more.  
(d) Intrinsic motivation.

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