

COMMERCE
SECOND SEMESTER
SALESMANSHIP
SVS-209

**SET
A**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 1.30 hrs.

Full Marks: 35

Time: 15 mins.

(Objective)

Marks: 10

Choose the correct answer from the following:

1 × 10 = 10

1. Personal selling includes:
 - a. Oral communication
 - b. Face-to-face interaction
 - c. Conversation with customers
 - d. All of the above
2. Which among the following is a benefit of personal selling?
 - a. It can be impersonal and detached
 - b. It can reach a large audience
 - c. It can create a personal connection with customers
 - d. It is less expensive than other forms of marketing communication
3. Which approaches need a close relationship between salesperson and a buyer?
 - a. Mental state approach
 - b. Need situation approach
 - c. Problem solving approach
 - d. Both b and c
4. What is the primary focus of long-term salesmanship?
 - a. Meeting short-term sales targets
 - b. Closing sales as quickly as possible
 - c. Maximizing profit margins
 - d. Building and maintaining customer loyalty
5. Which of the qualities attracts greatly between salesperson and customers?
 - a. Honesty
 - b. Knowledge of the product
 - c. Deception
 - d. Accepts order and execute
6. Which of the following is an ethical issue in selling?
 - a. Engaging in deceptive advertising
 - b. Providing accurate product information
 - c. Offering excellent customer service
 - d. Offering discounts to loyal customers
7. Which theory of selling emphasizes building long-term relationship with customers based on trust and mutual benefit?
 - a. Consultative selling
 - b. Relationship selling
 - c. Transactional selling
 - d. Solution selling

8. What is the primary purpose of establishing sales territories in field selling?
- a. To limit the number of customers a salesperson has to serve
 - b. To increase competition among salespeople within the organization
 - c. To efficiently allocate sales resources and target specific markets
 - d. To create geographical boundaries for salespeople to operate within
9. Why is it important to periodically review and adjust sales quotas in field selling?
- a. To punish underperforming salespeople and enforce strict targets
 - b. To ensure salespeople are constantly challenged and motivated
 - c. To arbitrarily increase the sales targets without justification
 - d. To discourage salespeople from pursuing ambitious sales goals
10. Why is regular evaluation and adjustment of sales territories important?
- a. To prevent salespeople from exploring new territories
 - b. To ensure fair distribution of customers among salespeople
 - c. To maintain a consistent and unchanging sales territory structure
 - d. To accommodate changes in market conditions and customer needs

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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 quantitative objectives of Salesmanship. | 5 |
| 2. Define personal selling. Discuss in brief the various approaches in personal selling. | 2+8=10 |
| 3. Elaborate the knowledge essential to a salesperson. | 10 |
| 4. What do you understand by customer satisfaction and loyalty? What are the benefits of having loyal customers? | 10 |
| 5. Write the meaning of Sales territory management. Also discuss in details the various types of Sales quota. | 2+8=10 |

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