

2019

Full Marks : 20

Time : As in the Programme

The figures in the right hand margin indicate marks.

PERSONAL SELLING AND SALESMANSHIP

[10×2]

1. What do you mean by Personal Selling, discuss why personal selling is considered as the Primary selling Process?
2. Define Sale management. Discuss the various selling situations. Discuss the types of Salespersons.
3. What is need? Explain the different stages of Maslow's Need Hierarchy Theory.
4. Discuss the Pre- Approach and Post- Approach of the Selling Process.
5. Write a note on Salesmanship. Discuss why Salesmanship is essential in the modern competitive environment.
6. Define the importance of Sales Report and documentation. Explain the ethical aspect of Selling.

