

2065

Diploma Course (Add-on)  
Advertising and Sales Management  
Paper –II: Personal selling and Salesmanship

Time allowed: 3 Hours

Max. Marks: 75

**NOTE:** Attempt five questions in all, including Question No. I which is compulsory.

x-x-x

I. Attempt any five of the following:-

- a) Give the nature of personal selling.
- b) What is the difference between consumer markets and industrial markets?
- c) What are the benefits of door- to – door selling?
- d) What are periodical reports?
- e) Briefly explain the methods used in “Prospecting” in the process of personal selling.
- f) Why is a cash memo needed in sales transactions?
- g) Briefly explain the sales closing mistakes that should be avoided?
- h) Explain the challenges faced in managing distribution networks. (5x3)

II. Explain AIDA Model of selling. (15)

III. Explain the various qualities of a good salesman. (15)

IV. What difficulties are faced by salesmen during selling as their career? (15)

V. Explain what is a Sales- manual order book? What are its various elements? (15)

VI. Explain the various characteristics of consumer markets. (15)

VII. What is a distribution network? Explain its components and importance. (15)

VIII. Explain the steps in the process of effective selling. (15)

x-x-x