

2056

B. Voc. (Retail Management) FYUP
Second Semester

BRM-203: Personal selling and Salesmanship

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, including Question No. I which is compulsory and selecting one question from each Unit.

x-x-x

I Attempt any four of the following:-

- a) Explain pre approach.
- b) Explain the role of advertising in selling.
- c) What is cash memo?
- d) Explain Personal selling.
- e) What is ration handling?
- f) Discuss consumer services. (4x4)

UNIT - I

- II. Explain features and importance of personal selling in detail. (16)
- III. Discuss the situations where door to door selling is effective than advertising. (16)

UNIT - II

- IV. Discuss types of markets including consumer and Industrial markets. (16)
- V. Explain the steps of AIDA model. (16)

UNIT - III

- VI. What is the process of effective selling including post sales activities? (16)
- VII. Explain the qualities of a successful salesperson. (16)

UNIT - IV

- VIII. Discuss Sale manual order book, cash memo and periodical reports. (16)
- IX. Explain distribution network relationship? Discuss various types of distribution channels. (16)

x-x-x