

2022

**PERSONAL SELLING AND SALES  
FREE MANAGEMENT**

Paper : BBA-HE-6056 B (DSE-II)

**( New Course )**

*Full Marks : 80*

Time : Three hours

***The figures in the margin indicate  
full marks for the questions.***

1. Give very short answers : 1×10=10
- (a) Define the term personal selling.
  - (b) What is prospecting ?
  - (c) What is sales resistance ?
  - (d) What is a sales territory ?
  - (e) What is trial close ?

*Contd.*

*Fill in the gaps :*

- (f) \_\_\_\_\_ is the first and foremost step in the selling process.
- (g) \_\_\_\_\_ is a grouping of customers and prospects assigned to an individual salesman.
- (h) Right set of circumstances theory of selling is also known as \_\_\_\_\_.

*State whether the following statements are True or False :*

- (i) Recruitment of sales force is a negative process.
- (j) Preapproach is concerned with selling out presale objectives and developing a presale presentation plan.

2. Answer in brief : 2×5=10

- (a) What is sales presentation ?
- (b) What is selection of a salesman ?
- (c) What do you mean by closing a sale ?
- (d) What is sales force management ?
- (e) What is fringe benefits ?

3. Answer **any four** from the following questions :  $5 \times 4 = 20$

- (a) Briefly explain the functions of a sales person.
- (b) Discuss the AIDAS theory of selling.
- (c) Describe the qualities of an effective sales person.
- (d) Briefly explain the various presentation strategies used in personal selling.
- (e) State the benefits of sales demonstration.
- (f) State the objectives of sales management.
- (g) Briefly explain the importance of sales territories.

4. Answer to the following : **(any five)**  $8 \times 5 = 40$

- (a) Discuss the various steps involved in selling process.
- (b) Discuss the various theories of selling.



- (c) What are the various sources of prospects ? Explain.
  - (d) What are tools or devices used for sales demonstration ? Explain.
  - (e) Discuss the different sources of recruitment of salesman.
  - (f) Briefly explain the selection process adopted for selecting the sales personnel.
  - (g) Discuss the various training methods used for training the sales personnel.
  - (h) Discuss the various types of compensation plans offered to the sales persons in an organization.
  - (i) Discuss the procedures for setting up or revising sales territories.
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