

5867

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5. Write short notes on any **three** : (3×6)

- (a) Pre-approach stage
- (b) Need for establishing sales territories
- (c) Right set of circumstances theory
- (d) Characteristics of an effective salesperson

(700)

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5867 H

Unique Paper Code : 2924000028

Name of the Paper : Personal Selling

Name of the Course : **BMS (UGCF-2022) Generic Elective**

Semester : IV

Duration : 3 Hours Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. **All** Questions carry equal marks.
3. The Question paper contains **5** Questions.
4. Attempt **all** Questions.

P.T.O.

1. (a) 'Without objection handling, sales opportunities and revenue would disappear at the first mention of a concern/problem.' Bring out the importance of handling objections and the various techniques used for it. (9)
- (b) If you are the salesperson for a fire and theft insurance plan, who would be your best prospects and how would you reach them? (9)
2. (a) A spare part manufacturer is trying to gain acceptance from a large automobile company for a particular component which increases efficiency. What elements will you use in your presentation to make the prospect believe the claims about the product? Also, suggest a suitable technique for closing the sale. (9)
- (b) Explain how AIDAS model can be used by a salesperson to guide a prospect through the process of selling an electronic safe. (9)

3. (a) Briefly explain three different job profiles available in the field of sales, with respect to their potential for professional growth, financial rewards and skill development. (9)
- (b) You are a manufacturer's representative responsible for selling a tea/coffee machine and associated flavourings. Discuss the way in which you will devise a follow-up strategy to ensure good business. (9)
4. (a) "Effective sales presentations are developed over time using proven techniques." Describe the various techniques of sales presentations, and highlight the suitability of each technique. (9)
- (b) The national sales manager of a new soft-drink company seeks to create sales territories. Explain the procedure that should be followed to design the sales territories in this case? (9)