

Sl. No. 5018

Unique Paper Code(UPC) : UPC-2924001208/2924000028/2924000041

Name of the Paper : **Personal Selling**

Name of the Course : General Elective

Semester : II/IV/VI/VIII

Duration : 3 hours

Maximum Marks : 90 Marks

Instructions:

Attempt any five questions out of six.

All questions carry 18 marks.

Q1. a) Define personal selling. How is personal selling different from advertising? Explain any three key differences that make personal selling especially important for industrial or high-involvement consumer products. (8 marks)

b) Describe any six important characteristics of a successful salesperson. For each characteristic, briefly explain how it helps in building trust and long-term relationships with customers. (10 marks)

Q2. a) Explain the AIDAS theory of selling. Using a simple example (such as selling a mobile phone or insurance policy), show how a salesperson can move a prospect through each stage of A-I-D-A-S. (8 marks)

b) Write on **any two** of the following theories of selling:

i. Right Set of Circumstances Theory

ii. Buying Formula Theory

iii. Behavioural Equation Theory

In each case, mention one practical implication for a salesperson. (10 marks)

Q3. CASE STUDY

Arjun is a field salesperson for a company selling office chairs and workstations to small offices and start-ups. The products are moderately priced but promise ergonomic comfort and a 3-year warranty. Many prospects currently buy from local furniture shops on a cash basis and are not fully aware of ergonomic benefits.

Arjun typically obtains leads through online inquiries and visits co-working spaces to identify new offices. Before visiting, he gathers information about the size of the office, current furniture, and

budget. In his meetings, he brings catalogues and sometimes a sample chair to demonstrate features like adjustable height and lumbar support.

During sales calls, prospects often raise the following objections:

- “Your chairs are more expensive than what we get from the local carpenter.”
- “We are not sure if our employees really need ergonomic chairs.”
- “We cannot decide immediately. We need to discuss internally.”

The company expects Arjun to close the sale within 2–3 meetings and follow up after installation to ensure satisfaction and get referrals.

Answer the following questions-

a) Identify and briefly explain the main stages of the selling process that Arjun is using or should use in this situation (from prospecting to post-sale follow-up). (8 marks)

b) Classify the objections mentioned in the case (e.g., price, need, postponement) and suggest suitable techniques to handle each type of objection. (6 marks)

c) Suggest any two specific actions Arjun can take in the post-sale follow-up stage to strengthen relationships and generate repeat orders/referrals. (4 marks).

Q4. a) What is prospecting in personal selling? Why is it called the “lifeblood of selling”? Explain any four methods of prospecting commonly used by salespersons (for example: referrals, cold calling, centre of influence, trade directories, etc.) (10 marks)

b) Explain the pre-approach stage in the selling process. What types of sales knowledge (about product, company, customer and competition) should a salesperson develop before meeting a prospect? How does good pre-approach preparation improve the approach and sales presentation? (8 marks)

Q5.a) What is a sales territory? Explain any four major reasons why companies establish sales territories for their sales force. (8 marks)

b) Describe the procedure for setting up sales territories. Outlining all the key steps. (10 marks)

Q6. Write short notes on **any four** of the following.

- Personal selling as a career: main attractions and challenges
- Difference between personal selling and sales management
- Role of sales ethics and ethical behaviour in building trust
- Any two methods of sales presentation (e.g., memorised, formula, need-satisfaction, problem-solving)
- Role of the salesperson in communication for relationship building
- Salesperson’s role in closing the sale – key points to remember.

(4 × 4½ = 18 marks)