

Sl. No. : 5285 / 5388

Roll Number _____

Unique Paper Code(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.

Question 1 – (a) Define Personal Selling. Discuss its importance in modern marketing organizations. How does personal selling differ from advertising and sales promotion?

(b) Explain the functions of a salesperson with suitable examples from business-to-business marketing.
(10+8=18 marks)

Question 2 – (a) “Personal selling is both a career and a profession.” Explain this statement in light of sales ethics and trust-building.

(b). Explain various ways a sales representative can build trust with a potential buyer. Support your answer with an example from industry practice.
(10+8=18 marks)

Question 3 –Case Study:

You are a sales executive for a company selling eco-friendly water purifiers. A potential client is hesitant due to cost and performance concerns.

- (a) Identify the stage of the selling process you are currently in.
- (b) Outline how you would handle the client’s objections using suitable techniques.
- (c) Suggest a closing method for this sale and justify your choice.

(6+6+6 =18 Marks)

Question 4 –(a) Explain the AIDAS theory of selling. How can a salesperson apply this model during a personal sales presentation?

(b) Compare the Right Set of Circumstances Theory and the Buying Formula Theory. Which is more relevant in a digital sales environment? (10+8=18 Marks)

Question 5 – (a) Explain the main types of objections encountered during a sales presentation. Suggest suitable techniques for handling objections effectively.

(b) Discuss the importance of Post-sale follow-up in maintaining customer satisfaction. How does effective post-sale communication foster long-term relationships? (10+8=18 Marks)

Question 6 – Write short notes on **any two** of the following

(i) Sales territory and procedure for setting it up

(ii) Importance of sales knowledge

(iii) Building trust through ethical selling

(9*2=18 marks)