

Term End External Examination 1<sup>st</sup> Semester (Session-Feb 2025)

Subject: Skill Enhancement Course

Course No and Title: COM122S/ Personal Selling & Salesmanship

Time: 1.15 hours                      Max Marks:50                      Min. Marks:20

**Section A: Objective Type Questions**

- Q1. Choose the appropriate Answer: (4x1.5=06)**
- i. Personal selling is best defined as:**  
A Selling products through advertisements      B A direct interaction between a salesperson and a potential buyer to persuade a purchase  
C Selling goods only through digital platforms      D A process of selling through retail stores
- ii. Which of the following is NOT a characteristic of a good salesman?**  
A Good communication skills      B Lack of product knowledge  
C Persuasive ability      D Confidence
- iii. Buying motives refer to:**  
A The reasons behind why a customer purchases a product      B The process of negotiating a sales deal  
C The legal process of finalizing a sale      D The selection of distribution channels
- iv. A potential buyer is someone who:**  
A Has no interest in buying any product      B Is willing and able to purchase a product or service  
C Has already purchased the product      D Only inquires about products but never buys them

**Section-B: Descriptive Type Questions (Short Type)**

**Q2: Answer all the Questions (4 x 4 =16)**

- i.** What are buying motives?  
**ii.** What is sales presentation?

- iii.** What is sales management?  
**iv.** What are sales reports? Why are they prepared?

**Section – C: Descriptive Type Questions (Medium Type)**

**Answer all the questions: (2 x 7=14)**

**Q3.** Write a brief note on closing the sale.

**OR**

What is selling process? Explain various steps involved in selling process.

**Q4.** Explain the importance of Motivation.

**OR**

What are the career opportunities in Selling?

**Section – D: Descriptive Type Questions (Long Type)**

**Answer any one of the following: (1 x 14=15)**

**Q5.** Explain the difference between personal selling, salesmanship and sales management.

**Q6.** What is motivation? Explain Maslow's need hierarchy theory of motivation.