

Roll No. ....

Total Pages : 3

OBCM/M-20

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PERSONAL SELLING AND  
SALESMANSHIP-II

Paper-BC (VOC)-406

Time Allowed : 3 Hours]

[Maximum Marks : 80

Note : Attempt five questions in all, selecting at least one question from each Unit. Question No. 1 is compulsory carries 20 marks. All questions carry equal marks.

Compulsory Question

1. Write notes on the following :

(a) Tour Diary.

(b) Difference between Selling and Salesmanship.

(c) Qualities of a Salesman.

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(d) Order Desk.

(e) Modern Selling tools.

5×4=20

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UNIT-I –

2. Discuss the scope of selling as a career in modern marketing era. 15
3. Explain the responsibilities of salesman towards different parties.

UNIT-II

4. What do you mean by Salesmanship? Explain the features of an effective salesman.
5. What do you mean by a Sales document? What are the major advantages and limitations of using sales documents?

### UNIT-III **(bdkbZ)**

6. Explain the following :
  - (a) Cash memo.
  - (b) Sales report.
7. Suggest some measures to make selling an attractive profession.

### UNIT-IV **(bdkbZ)**

8. What are the challenges faced by a modern salesman?  
What steps should be taken to overcome these challenges?
9. Write a detailed note on the distribution Network relationship.