

Roll No. ....

Total Pages : 3

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BCM/M-20

PERSONAL SELLING & SALESMANSHIP-II

Paper-BC(Voc.)-406

Time Allowed : 3 Hours]

[Maximum Marks : 80

Note : Attempt five questions in all. Question No. 1 is compulsory carrying 4 marks each. Attempt 4 questions from the remaining 8 questions carrying 15 marks each.

1

Compulsory Question

1. Write short notes on the following : 5×4=20

(a) Scope of Consumer Services.

(b) Distribution Network.

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- (c) Advantages of Tour diary.
- (d) Sales Manual.
- (e) Responsibilities of Salesman.
2. Discuss in detail the qualities of Successful Sales Person. 15
3. What is the role of Distribution Network Relationship in Modern Selling ? 15
4. What are the advantages and challenges of making Selling as a Career ? 15
5. What do you mean by Cash Memo ? How it helps in Selling ? 15

6. Explain different types of Services provided by Sales person to the Consumer. 15
7. What type of different reports are used in Personal selling by a Salesman ? 15
8. What are the problems in Selling ? How you as Salesman will overcome these problems ? 15
9. "Periodical reports are an important tool in planning Sales." Explain this statement with merits and demerits of Periodical reports. 15