



**WEST BENGAL STATE UNIVERSITY**  
B.A./B.Sc./B.Com. Major Part-II Examination, 2020

**ADVERTISING AND SALES PROMOTION**

**PAPER: ASPV-IV**

**PERSONAL SELLING AND SALESMANSHIP**

**OLD SYLLABUS**

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.  
Candidates should answer in their own words and adhere to the word limit as practicable.*

**GROUP-A**

**Answer any *one* question from the following**

2×1 = 2

1. What do you mean by Personal Selling?
2. What is the sales manual?

**GROUP-B**

**Answer any *three* questions from the following**

16×3 = 48

3. What do you mean by Buyer seller dyad? Explain the AIDA theory in Selling. 6+10
4. What is organizational buying behaviour? Discuss the factors that affect the organizational buyer's behaviour. Briefly explain the buying motives of the consumers. 2+10+4
5. What do you mean by Product knowledge? How should a salesman know about product and acquire the knowledge of competitor? 4+12
6. Discuss about the different qualities of a successful salesman. Explain the role of time management in effective selling. 10+6
7. Discuss the advantages and disadvantages of distributor-manufacturer relations. Enumerate the possible solutions to improve their relationship. 10+6

8. Write short notes on (any *four*)

4×4 = 16

- (a) Cash Memo
- (b) Daily Sales Report
- (c) Periodical Sales Report
- (d) Sales Budget
- (e) Handling customer objections
- (f) Personal selling skills.

**N.B. :** *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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