

Unique Paper Code	:	52413604
Name of the Paper	:	<u>Personal Selling and Salesmanship</u>
Name of the Course	:	B.Com.
Semester	:	VI
Duration	:	3 hours
Maximum Marks	:	75 Marks

Instructions for Candidates

Attempt any **four** questions.
All questions carry equal marks

Q.1 '*A Good salesperson can sell a refrigerator to an Eskimo.*'

Is the above statement true in the present context? Give reasons to support your answer.

Q.2 Why is it important for the salesperson to understand buying motives behind each purchase?

Q.3 '*It cost five times as much to attract a new customer as it does to keep a current customer satisfied*'. What role can salesperson perform in retaining the current customer?

Q.4 Explain how AIDAS model can be used by the salesperson to guide a prospect through the process of selling.

Q.5 What are the skills required by the salesperson at 'Presentation and Demonstration' stage, to gain customer's confidence?

Q.6 What steps sales manager can take to avoid puffery and misrepresentation in selling.