

- D should not hear them
- f) The successful manager's one eye is on his factory's production. where is his second eye targeted? 1
- A Sales market
B Psychology
C Salesmanship
D Advertising
- g) Price of your goods service is very high. What will you call such an objection of customer? 1
- A Just saying
B Proper objection
C Improper objection
D No objectio
- h) How many techniques of sales promotion? 1
- A 5
B 4
C 3
D 2
- i) Is it possible to have sales promotion through traders and distributors? 1
- A can not be said
B impossible
C no
D yes
- j) Generally how many section are there for ideal organization-sales system? 1
- A 3 B 6
C 9 D 12
- k) Where the science of salesmanship stops, what does start? 1
- A Profession
B Psychology
C Art
D Selling process
- l) To get position in the heart of customer- it is art of 1
- A research
B salesmanship
C sales management
D selling method
- m) Which one is the most difficult job? 1
- A Actor B Trader



- C Worker D Salesman
- n) What do you mean by consumer behavior? 1

Attempt any four questions from Q-2 to Q-8

- Q-2 Attempt all questions (14)**
- 1 Give the definition of salesmanship. State its merits. Explain that salesmanship is an art. 7
- 2 Which are the important points to be kept in mind by manufacturer when selecting distribution system? 7
- Q-3 Attempt all questions (14)**
- 1 Discuss the process of selling. 7
- 2 Write the differences between advertisement and personal selling. 7
- Q-4 Attempt all questions (14)**
- 1 What is sales promotion? Describe the techniques of sales promotion. 7
- 2 Describe the process of welcoming customer. 7
- Q-5 Attempt all questions (14)**
- 1 Write note on RIDSAC formula 7
- 2 Explain the difference between counter salesman and travelling salesman. 7
- Q-6 Attempt all questions (14)**
- 1 Discuss the different types of personal selling 7
- 2 Explain the factors affecting to sales organization structure. 7
- Q-7 Attempt all questions (14)**
- 1 What is window display advertisement? Discuss its features. 7
- 2 Is it necessary for salesman to meet customer? Why? 7
- Q-8 Attempt all questions (14)**
- 1 What are the importance of demonstration, satisfaction and presentation in selling process?-Explain 7
- 2 Write the different types of objection of customer. As a salesman, how will you handle any objections? Explain any four. 7

