

- j) What the systematic efforts, called to reduce market risk? 1
 A) market research B) management of salesmanship
 C) personal selling D) publicity
- k) Which salesman ship expert has given the RIDSAC formula? 1
 A) sherlekar B) houton
 C) Herbert casson D) Paul garet
- l) Negative statement kills the sales, what the positive statement does for the sales? 1
 A) gives treatment B) pleases it
 C) makes it successful D) embarrasses it
- m) In RIDSAC formula “R” means 1
 A) Reception B) Request
 C) Result D) Response
- n) Which is the more prevalent, old, effective and popular form of selling goods? 1
 A) collective sales B) personal sales
 C) sales through post D) indirect sales

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

- Q-2 (14)**
 Define salesmanship. Describe fundamental principle of salesmanship.
- Q-3 (14)**
Attempt all questions
A Explain the scope of salesmanship. **07**
B Give the difference between chain store and departmental store. **07**
- Q-4 (14)**
 What are buying motives? How can salesman recognize buying motives?
- Q-5 (14)**
Attempt all questions
A Write a short on RIDSAC formulas. **07**
B State the importance of sales promotion. **07**
- Q-6 (14)**
Attempt all questions
A Explain the objectives of market research. **07**
B Explain the methods of attracting the customers. **07**
- Q-7 (14)**
Attempt all questions
A Discuss the objectives of personal selling **07**
B Explain the importance of salesmanship **07**
- Q-8 (14)**
 write the advantages and disadvantages of market research

