


<b>Name:</b>	 <b>UPES</b>
<b>Enrolment No:</b>	

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**Online End Semester Examination, December 2020**

**Course: Personal Selling**  
**Course Code: GMMT 22010**  
**Program: BBA (AVO)**

**Semester: III**  
**Time: 03 Hours**  
**Max. Marks: 100**

**SECTION A**

**1. Each Question carries 5 Marks**

**2. Instruction: State whether True or False / Choose the correct answer / Fill in the blanks**

<b>Sl. No.</b>	<b>Question</b>	<b>CO</b>
Q.1.	The first step of Personal Selling is: (a) pre-approach (b) prospecting (c) presentation (d) approach	CO1
Q.2.	Bringing the prospect to the logical conclusion of buying is _____. (a) first trial close (b) close (c) final trial close (d) none of the above choices	CO1
Q.3.	Personal Selling refers to the personal communication of information to _____ persuade a prospective customer to buy something that satisfies that individual's _____.	CO2
Q.4.	For Golden Rule salespersons others interests are most important. True/False	CO2
Q.5.	Sales goals need not be in written form. True/False	CO3
Q.6.	The number of presentations to be made by a salesperson in a month is an example of: (a) performance goal (b) activity goal (c) conversion goal (d) none of the above choices	CO4

**SECTION B****1. Each question will carry 10 marks****2. Instruction: Write short / brief notes**

Q.7.	People choose a sales career for many reasons. Summarize 5 reasons someone might give for choosing a sales career?	CO3
Q.8.	You are a salesperson selling water purifiers that are new to the market. Create 5 key sentences that can be used in your sales presentation to demonstrate the effectiveness of the water purifier.	CO3
Q.9.	Summarize the reasons why sales knowledge is important for salespersons.	CO3
Q.10.	Discuss when you will use: (a) the straight-line route pattern (b) the zone route pattern  OR  Briefly discuss a presentation method.	CO4
Q.11.	Discuss 5 Buying Signals during a sales call.  OR  Summarize the major steps in follow-up.	CO4

**Section C****This section carries 20 Marks****Instruction: Write long answers**

Q.12.	<p>You are appointed as a new salesperson for Excel Motors which is a dealer of Toyota India, and is engaged in marketing automobiles in your city. Excel Motors is part of Singh Group, which has interests in automobiles, air conditioning systems and automotive components.</p> <p>Excel Motors has been set up in 2019 and is a growing dealership. Excel Motors offers the complete range of services right from sale of new cars, spare parts sales and repair of accidental vehicles.</p> <p>You have been entrusted the responsibility to sell cars of the dealership.</p> <p>(a) Discuss the sales knowledge you would need to succeed in your job (10).</p> <p>(b) Explain the prospecting methods you will use in order to find new customers. (10)</p>	CO4
-------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----