

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2018

Course: Personal Selling
Programme: BBA (All) – Open Elective
Time: 03 hrs.
Instructions: Attempt all sections

Semester: III
Max. Marks: 100

SECTION A
(Attempt All)

(4x5 = 20)

Q.1.	Answer briefly/fill in the blanks	Marks	CO
(i)	'Salespeople are born, not made.' Do you agree? Why or why not?	4	CO1
(ii)	Discuss Ponzi schemes.	4	CO2
(iii)	Discuss two reasons why prospecting new customers is an important function for the organization.	4	CO3
(iv)	Discuss the term 'cold calling'.	4	CO1
(v)	In _____ approach the salesperson states his name, the name of the company and the reason for the visit.	4	CO3

SECTION B
(Attempt any 4)

(5x4 = 20)

Q.2.	Discuss how telemarketing can be used as a prospecting method.	5	CO3
Q.3.	Summarize the characteristics of a memorized presentation.	5	CO3
Q.4.	Discuss the elements of the FAB sequence.	5	CO3
Q.5.	Discuss 'objections' in personal selling.	5	CO3
Q.6.	In personal selling what does closing refer to? Give 2 examples.	5	CO1
Q.7.	Discuss the compensation technique for handling objections.	5	CO1

SECTION-C
(Attempt any 2)

(15 x 2 = 30)

Q.8.			
(i)	Discuss the importance of sales knowledge for the salesperson	5	CO3
(ii)	Summarize the sales knowledge process for the salesperson.	10	CO3
Q.9.			CO3
(i)	Discuss the various elements of time management.	7.5	
(ii)	Suggest ways how a salesperson can save his time.	7.5	CO3

Q.10.	Summarize the important aspects of territory management.	15	CO3
SECTION-D			
(Attempt All)			
		(30x 1 = 30)	
Q.11.	Read the scenario and answer the questions that follow.		
	<p>John has been working in the production industry, selling drill bits (used to make holes) to medium-sized and large organizations. He has been the top sales representative in his organization for five years in a row. He feels that he is not just good at knowing his products but that he also has a well-balanced knowledge of all the other elements that may influence his market and customers. This is why he also reads an engineering magazine that is not related to his field of production. He is approached by his organization to develop a training plan for five new sales representatives. The background to John's organization is as follows: it has been in business for 20 years, selling 70 different types of products ranging from drill bits to oil used in the production of foodstuffs. The organization prides itself on the fact that it has salesforce that know about everything that is going on in the organization and that they deliver good service.</p>		
(i)	How should John do the training?	7.5	CO4
(ii)	What will he focus on in the training of the new sales staff?	7.5	CO4
(iii)	How can he help the sales representatives remember the information better?	7.5	CO4
(iv)	John knows that to be a good salesperson one must not just have knowledge about the product and organization, but also about oneself. What advice can John give his trainees about self-knowledge and why it is important?	7.5	CO4

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SECTION A
(Attempt All)

(4x5 = 20)

Q.1.	Answer briefly/fill in the blanks	Marks	CO
(i)	Discuss the disadvantages of personal selling.	4	CO1
(ii)	Discuss Pyramid Schemes.	4	CO2
(iii)	Discuss how salespeople can enhance their ability to use the internet to generate leads.	4	CO3
(iv)	Summarize the activities included in ‘pre-approach’.	4	CO1
(v)	In _____ approach the salesperson opens the sales presentation with a sincere, heartfelt compliment that boosts the prospect’s ego and makes him want to talk.	4	CO3

SECTION B

(Attempt any 4)

(5x4 =20)

Q.2.	Summarize the benefits of making an appointment with a prospect.	5	CO3
Q.3.	Summarize the characteristics of needs-satisfaction presentation.	5	CO3
Q.4.	Discuss the elements of the SELL sequence.	5	CO3
Q.5.	Suggest 5 reasons why prospects object.	5	CO3
Q.6.	Discuss the Boomerang method for handling objections.	5	CO3
Q.7.	Discuss the term – post purchase dissonance in the context of personal selling.	5	CO1

SECTION-C

(Attempt any 2)

(15 x 2 = 30)

Q.8.			CO3
(i)	Discuss the sources of knowledge for a sales person.	5	
(ii)	Summarize the knowledge that a salesperson should person should possess.	10	CO3
Q.9.			
(i)	Discuss the importance of sales goals.	5	CO1
(ii)	Summarize the types of goals for salespersons.	10	CO1

Q.10.	
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(i)	For a salesperson what are the reasons for stress.	7.5	CO3
(ii)	Provide suggestions for managing stress.	7.5	CO3
SECTION-D (Attempt All)			(30x 1 = 30)
Q.11.	Read the scenario and answer the questions that follow.		
	John has been working in the production industry, selling drill bits (used to make holes) to medium-sized and large organizations. He has been the top sales representative in his organization for five years in a row. He feels that he is not just good at knowing his products but that he also has a well-balanced knowledge of all the other elements that may influence his market and customers. This is why he also reads an engineering magazine that is not related to his field of production. He is approached by his organization to develop a training plan for five new sales representatives. The background to John's organization is as follows: it has been in business for 20 years, selling 70 different types of products ranging from drill bits to oil used in the production of foodstuffs. The organization prides itself on the fact that it has salesforce that know about everything that is going on in the organization and that they deliver good service.		
(i)	How should John do the training?	7.5	CO4
(ii)	What will he focus on in the training of the new sales staff?	7.5	CO4
(iii)	How can he help the sales representatives remember the information better?	7.5	CO4
(iv)	John knows that to be a good salesperson one must not just have knowledge about the product and organization, but also about oneself. What advice can John give his trainees about self-knowledge and why it is important?	7.5	CO4