

Name:	 UPES UNIVERSITY WITH A PURPOSE
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2019

Course: Personal Selling
Program: BBA (All)
Course Code: GMMT2201

Semester: III
Time 03 hrs.
Max. Marks: 100

Instructions:

SECTION A
(20 Marks)

S. No.	Question	Marks	CO
Q.1.	'Salespeople are born, not made'. Do you agree? Why or why not?	5	CO 1
Q.2.	Outline the characteristics of Personal Selling.	5	CO 1
Q.3.	What is 'Cold Calling'? When can it be employed by the salesperson?	5	CO 1
Q.4.	Give 5 examples of objections prospects may have.	5	CO 1

SECTION B
(50 Marks)

Q.5.	Discuss the benefits of taking appointments with prospects.	10	CO 2
Q.6.	Discuss what activities you will plan before you visit a prospect.	10	CO 2
Q.7.	Summarize the activities a salesperson should carry out in follow-up.	10	CO 2
Q.8.	Discuss how a salesperson should manage his time properly.	10	CO 2
Q.9.	When will you use:		
(a)	Spiral pattern	5	CO 2
(b)	Zone pattern	5	
	for covering your territory.		

SECTION-C
(30 Marks)

Q.10.	<p>Caselet Ace Building Supplies</p> <p>This is your fourth call on Ace Building Supplies to motivate them to sell your home building supplies to local builders. Mr. Mahesh Kumar, the buyer, gives every indication that he likes your products.</p> <p>During the call, Mahesh reaffirms his liking your products and attempts to end the interview by saying: “We’ll be ready to do business with you in three months-right after this slow season ends. Stop by then, and we’ll place an order with you.”</p>		
(a)	<p>Which one of the following steps would you take? Why?</p> <ol style="list-style-type: none"> 1. Call back in three months to get the order as suggested. 2. Try to get a firm commitment on order now. 3. Telephone Mahesh in a month (rather than a personal visit) and try to get the order. 	(7.5)	CO 3
(b)	<p>Why did you not choose the other two alternatives?</p>	(7.5)	CO 3
Q.11.	<p>Caselet Skaggs Omega</p> <p>Skaggs Omega, a large chain of supermarkets, has mailed you an inquiry on hardware items. They want to know about your hammers, screwdrivers and nails. On arrival, you make a presentation to the purchasing agent, Seema Singh. You state that you visited several of their stores. You discuss your revolving retail display, which contains an assortment of the three items Seema had mentioned in her inquiry, and relate the display’s advantages and features to benefit for Skaggs.</p> <p>During your presentation, Seema has listened but has said little and has not given you any buying signals. However, it appears she is interested. She did not object to your price nor did she raise any other objections.</p> <p>You approach the end of the presentation, and it is time to close. Actually, you have said everything you can think of.</p>		
(a)	<p>What is the best way to ask Seema for the order? Why?</p> <ol style="list-style-type: none"> 1. How do you like our products, Ms. Singh? 2. What assortment do you prefer, the A or B assortment? 3. Can we go ahead with the order? 4. If you’ll just OK this order form, Ms. Singh, we’ll have each of your stores receive a display within two weeks. 	(7.5)	CO 3
(b)	<p>Discuss the remaining alternatives from (a), ranking them from good to bad, and state what would happen if a salesperson responded in that manner.</p>	(7.5)	CO 3