



BCOS-186 Personal Selling and Salesmanship

1. Define personal selling. Discuss its nature and characteristics.
2. Differentiate between personal selling and salesmanship. Provide examples to illustrate the differences.
3. Explain the importance of personal selling in today's competitive market. 2. Salesmanship and Sales Process
4. What are the various types of salesmanship? Discuss their significance.
5. Describe the process of creative salesmanship. How does it differ from traditional sales approaches?
7. Explain the steps involved in the personal selling process. Provide examples for each. Discuss the factors affecting buyer behavior. How can a salesperson adapt to these factors?
8. Explain Maslow's hierarchy of needs theory. How is it relevant to personal selling?
9. Differentiate between rational and emotional buying motives. Provide 4. Sales Presentation and Demonstration
10. What is a sales presentation? Discuss its objectives and key elements.
11. Explain the techniques of effective sales demonstration. How do they influence buyer decisions?
12. Explain the techniques of effective sales demonstration. How do they influence buyer decisions? Define a sales report. What are its objectives and essential features?

13. Discuss the ethical and legal issues in personal selling. Provide examples of unethical practices.

14. What are the different techniques of closing a sale? Explain with examples.

15. Why is follow-up important in personal selling? Discuss the methods of effective follow-up.