### Candidate’s Registration Number
(As per in the examination admission form / Student ID)

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**For Examiner’s use only**

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**Part Three**

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Instructions to Candidates

Time: 1400 hrs – 1700 hrs
Duration: Three (03) hours

There are three parts in this question paper.

Part One

- This part has 40 multiple choice questions. It is a **compulsory** section. Candidates are expected to select the most suitable answer and underline the selected answer in the question paper itself.

Part Two

- Candidates are expected to answer the questions in the space provided in the question paper. **All answers are compulsory.**

Part Three

- Candidates are expected to answer **only two** questions out of four.
- Answers should be written in the additional supplementary answer sheets provided and they should be attached to the question paper itself.

Other Instructions

- State your Registration Number on the front cover of the answer book and on each and every additional paper attached to it. Your name must not appear anywhere in the answer book or answer scripts.
- Always start answering a question on a new page.
- You are reminded that answers should not be written in pencil or red pen except in drawing diagrams.
- Answer the questions using:
  - Effective arrangement and presentation
  - Clarity of expression
  - Logical and precise arguments
- Illegible hand writing will be penalised.
PART ONE
Read the question and underline the most appropriate answer

Question 01

Question 1.1
What is the correct statement to describe a traditional selling approach?

a) Selling approach got its start during the first part of the twentieth century
b) The company can differentiate its products on augmented features
c) Automated systems initiated to make data interchange and customer information system easier
d) Understanding the needs of the consumers was not a necessity and selling was primarily a one-sided communication

Question 1.2
Which one is the wrong answer based on the advantages of personal selling?

a) High proximity with potential customer
b) Flexibility of adjusting sales message
c) Enables demonstration of products
d) Cost per prospect is high

Question 1.3
Select the right sequence of the effective personal selling process.

a) Prospecting, pre-approach, approach, presentation and demonstration, handling objection, close and follow-up
b) Prospecting, approach, pre-approach, presentation and demonstration, handling objection, close and follow-up
c) Pre-approach, prospecting, approach, presentation and demonstration, handling objection, close and follow-up
d) Approach, prospecting, pre-approach, presentation and demonstration, handling objection, close and follow-up
Question 1.4
A marketer’s point of view of a market is defined as:

- Meeting the specific requirement of every single individual consumer
- Act of designing the company’s offer and image in the minds of the customers
- A cluster of individuals/organizations or mixture of two, who have specific needs and have the ability, willingness and authority to purchase a product
- A market is a physical location

Question 1.5
What is the wrong statement for territorial sales force structure?

- Company allocates tasks on geographical divisions
- Each salesperson is assigned an exclusive geographical area
- Each salesperson sells all the company’s products in that area
- Salespersons concentrate only on a part of company’s products or product lines

Question 1.6
What is the right statement of AIDAS model?

- A process where a prospective buyer passes through five mental stages
- Known as situation-response theory
- The salesperson understands the dimensions of the customer’s problem and finds suitable solutions
- Involves multiple personnel and coordinated selling effort

Question 1.7
Select the components of a MICRO environment analysis.

- PESTEEL Factors
- Collaborators, competitors and customers
- Product, price, place and promotions
- Organizational structure, people and physical evidence

Question 1.8
Which of the following is a strategy in Ansoff’s Product - Market matrix?

- Cost based strategy
- Focus strategy
- Market development strategy
- Differentiation strategy
Question 1.9
What is not a benefit of sales territories?

- a) Adequate customer coverage
- b) Equal workload for salespeople
- c) Educates salespeople about product features, benefits and usages
- d) Reduces travel time and selling costs

Question 1.10
Which one is used to determine the size of sales force?

- a) Top-down approach
- b) Bottom-up approach
- c) Incremental method
- d) Buying behaviour of customer method

Question 1.11
What are the components SWOT uses to analyse the internal environment of an organisation?

- a) Opportunity and technology
- b) Opportunities and threats
- c) Strengths and weaknesses
- d) Threats and operations

Question 1.12
The selling process where a salesperson provides information to an individual to influence a purchase decision is known as:

- a) New task selling
- b) Missionary selling
- c) Telephonic selling
- d) Technical selling

Question 1.13
What is not an important factor in assigning sales people to territories?

- a) Knowledge and skill
- b) Knowledge of local language
- c) Past performance
- d) Personal relationship with the respective area manager
Question 1.14
What is the basic concept of “workload method” when determining the size of the sales force?

a) It should encompass of covering customer size, potential and travel time
b) Comparing the marginal selling cost with the increase of revenue
c) Comparing the annual salary increment of the total sales against the last year salary
d) Forecasted sales dividing the number of sales people in the organization

Question 1.15
What is the right statement for right set of circumstances approach in personal selling?

a) Internal and external factors act as facilitators to evolve a selling situation
b) Based on the philosophy that salespeople act as consultants to prospects/customers
c) Involves multiple personnel and coordinated selling effort
d) Emphasizes on relationship building rather than buying-selling

Question 1.16
One technique at the close of sale is giving promises to offer some attractive incentive along with the purchased item. This is known as:

a) Balance sheet close
b) Direct close
c) Action close
d) Bonus close

Question 1.17
AIDAS stands for attention, ________________, desire ________________ and satisfaction.

a) Interest, action
b) Intensity, appeal
c) Involvement, action
d) Involvement, appeal
Question 1.18
Select the method does not used to determine the sales force size.

a) Workload approach
b) Breakdown method
c) Potential method
d) Incremental method

Question 1.19
Things to consider when making an appointment:

a) Right person, right company, right place
b) Right time, right location, right method
c) Right person, right time, right place
d) Right dress, right method, right language

Question 1.20
Who sells to the customers?

a) Semi wholesaler
b) Wholesaler
c) Retailer
d) Distributor

Question 1.21
Personal selling would be most appropriate for which of the following products?

a) A packet of biscuits
b) Toyota hybrid car
c) Cinema ticket
d) Four packets of Maggi noodles

Question 1.22
The stage in personal selling process that searches for and qualifies potential customers is called:

a) Prospecting
b) Pre approach
c) Closing
d) Follow up
Question 1.23
Selling is often described as being _______________ communication with respect to the relationship with consumers.

a) Non personal  
b) Nonstructural  
c) Two-way, personal  
d) Demand-directed

Question 1.24
All of the following are forms of direct marketing communication except:

a) Targeting  
b) Face-to-face selling  
c) Kiosk marketing  
d) Online marketing

Question 1.25
Sale structure in which a sales representatives and a customer is involved is classified as:

a) Direct sales force structure  
b) Territorial sales force structure  
c) Customer sales force structure  
d) Product sales force structure

Question 1.26
Which is NOT a routing option:

a) Straight-line design  
b) Cloverleaf design  
c) Hopscotch design  
d) Geo base sales territory

Question 1.27
Which one of the following, is the 3rd step of sales breakdown method?

a) Determine the sales potential for the entire market  
b) Estimates the sales volume expected for each sales person  
c) Draw Final Territories  
d) Forecast sales potential of each control units
Question 1.28
Sales potential can calculate base on $S=NVP$, in here V Stand for:

- a) Value
- b) Volume
- c) Estimates sales units forecasted value
- d) Valued customers

Question 1.29
Which of the following is NOT a task of controlling sales force effort?

- a) Compare actual sales against target
- b) Analyze the sales variance
- c) Taking corrective action
- d) Promote the best sales performers

Question 1.30
When deciding sales territories, what should managers not consider?

- a) All territories should have equal sales potential
- b) Sales people are given equal workload
- c) Sales people are given equal sales target to achieve
- d) Every sales people should appoint from his or her hometown

Question 1.31
Which of the following is not a task of a controlling sales force effort?

- a) Compare actual sales against target
- b) Analyze the sales variance
- c) Taking corrective action
- d) Promote the best sales performers

Question 1.32
Fill in the blanks with appropriate words.

_________ provides more interactive personalized and relevant communication with the customers across both electronic and traditional channels.

- a) CAD
- b) Emails
- c) Internet
- d) e-CRM
Question 1.33
The sales force structure of a large FMCG firm is:

- a) Complex sales force structure
- b) Product sales force structure
- c) Functional sales force structure
- d) Territorial sales force structure

Question 1.34
Which one of the below is not suitable for calculating the sales force size in a FMCG organization?

- a) Sales potential/breakdown method
- b) Workload approach
- c) Incremental methods
- d) Cost effective calculation method

Question 1.35
Picking and hiring few candidates by screening out the rest who do not meet the hiring criteria is:

- a) Recruiting
- b) Training
- c) Selection
- d) Interview

Question 1.36
Which one is the correct statement/s that indicates poor management of sales organization?

1. Loss of sales productivity and efficiency
2. Customer loyalty

- a) Both statements
- b) Only statement 1
- c) Both statements are false
- d) Only statement 2
Question 1.37
Fill in the blanks with appropriate words.
To analyze ______________ and ______________ of competitors precisely and lay down strategies to subvert competition is an objective of sales territory.

a) Opportunity, threats
b) Strengths, weaknesses
c) Supply, demand
d) Evaluation, control

Question 1.38
A simple measure of a sales potential formula is shown as S=NVP. Here, N stands for:

a) Estimates sales unit
b) Price per unit
c) No. of buyers
d) Frequency

Question 1.39
Routing helps to:

a) Suggest optimum allocation
b) Identify channels through which sales people move to meet customers as planned
c) Reduce travel time
d) Adjust the distribution

Question 1.40
The second step in sales management is:

a) Implementation of sales plans
b) Formulation of sales plans
c) Evaluation and control of sales operation
d) Providing feedback to the marketing division

(1 Mark x 40 Questions)
(Total 40 Marks)
PART TWO

Answer all questions in the given space

Question 02
Write one (01) example for each of SWOT components.

1. …………………………………………………………………………………………………………………………………………………
   …………………………………………………………………………………………………………………………………………………
2. …………………………………………………………………………………………………………………………………………………
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4. …………………………………………………………………………………………………………………………………………………
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(04 Marks)

Question 03
Briefly write two (02) advantages and two (02) disadvantages of a territorial sales force structure.

1. …………………………………………………………………………………………………………………………………………………
2. …………………………………………………………………………………………………………………………………………………
1. …………………………………………………………………………………………………………………………………………………
2. …………………………………………………………………………………………………………………………………………………

(04 Marks)

Question 04
Time allocation results in wastage of time of the sales people and they would be underutilized.
Write four (04) various elements of time resources available to sales people.

1. …………………………………………………………………………………………………………………………………………………
2. …………………………………………………………………………………………………………………………………………………
3. …………………………………………………………………………………………………………………………………………………
4. …………………………………………………………………………………………………………………………………………………

(04 Marks)
Question 05
What are the four (04) growth strategies mentioned in Ansoff Matrix?

1. ...
2. ...
3. ...
4. ...

(04 Marks)

Question 06
List down four (04) issues that a company will face if the sales organization is poorly managed?

1. ...
2. ...
3. ...
4. ...

(04 Marks)

Question 07
List down four (04) principle factors you will take in to consideration when developing a sales organization?

1. ...
2. ...
3. ...
4. ...

(04 Marks)

Question 08
List down four (04) types of flows between the buyer and seller in personal selling?

1. ...
2. ...
3. ...
4. ...

(04 Marks)
**Question 09**
List down four (04) steps of the problem solving approach?

1. .................................................................................................................................
2. .................................................................................................................................
3. .................................................................................................................................
4. .................................................................................................................................

(04 Marks)

**Question 10**
List down four (04) techniques that can be used for approaching prospects?

1. .................................................................................................................................
2. .................................................................................................................................
3. .................................................................................................................................
4. .................................................................................................................................

(04 Marks)

**Question 11**
In a highly technical selling (Industrial selling) situation what is the sales approach you recommend to use?
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(04 Marks)

(4 Marks x 10 Questions)
(Total of 40 Marks)
PART THREE

Select 2 out of 4 questions and answer them in supplementary sheets. Attach your answer sheets to the question paper.

Question 12
Mention why prospects raise objections and write three (03) examples of the types of objections.

(10 Marks)

Question 13
You are the Head of Sales at a leading software development organization and corporate sales manager reports to you. Discuss the importance of the sales closing step and explain three (03) closing techniques.

(10 Marks)

Question 14
Ethics are building blocks of a business that are based on moral principles and values; discuss at least three (03) unethical sales practices with examples.

(10 Marks)

Question 15
Define sales territory and explain the benefits that the company would gain by practicing better territory management?

(10 Marks)

(10 Marks x 2 Questions)

(Total of 20 Marks)

(Total 100 Marks)

- END -