

ASSESSMENT # 12

Total Marks: 30

1. Give short answers to the following questions: (24)
 - i. What are the various selling theories?
 - ii. What is personal selling? How it is different from sales promotion?
 - iii. How can you differentiate between the Buying Formula Theory and Behavioural Equation Theory?
 - iv. List various stages in the personal selling process.
 - v. What is the difference between the approach stage and presentation stage of the personal selling process?
 - vi. What is the difference between Order Taking and Order Getting?
 - vii. List the qualities of being a good salesperson
 - viii. List the tools used in consumer protection.

2. You are a salesperson working in a pharmaceutical company. Explain the procedure how you approach your customers and get orders. (6)