

**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)