



RAN-2108000406040002

T.Y.B.B.A. (Sem. - VI) Examination October - 2025

PSM - Personal Selling And Sales Force Management

સૂચના : / Instructions

- (1) ઉપરોક્ત દર્શાવેલ વિગતો ઉત્તરવહી પર અવશ્ય લખવી.
Fill up strictly the above details on your answer book

Seat No.:

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Student's Signature

- Q. 1. Answer The Following In Brief (Any 7) (14)**
- Write any four responsibilities of a sales coordinator.
 - What is meant by cues and drives?
 - Give an example of right set of circumstances theory.
 - Give an example of revenue based sales targets?
 - What are sales quotas?
 - Give any four advantages of demonstration in personal selling.
 - State the four elements in a behaviour equation theory,
 - What is personal selling
 - List down the steps in personal selling.
 - What is revenue based sales targets?
- Q. 2. Write in brief the following theories of personal selling (14)**
- AIDAS theory
 - Right set of circumstances theory
- OR**
- Q. 2. Explain the following with respect to personal selling process; (14)**
- Sales Presentation
 - Relationship selling
- Q. 3. Explain the different sources of recruitment of sales personnel with pros and cons. (14)**
- OR**
- Q. 3. a. Explain any two methods of sales training. (07)**
- b. Explain any one form of sales organisation structure. (07)**
- Q. 4. Discuss distributive and integrative negotiation strategies with examples. (14)**
- OR**
- Q. 4. a. Write a note on any two types of third parties used in negotiation. (07)**
- b. Discuss the process of negotiation (07)**
- Q. 5. Write a short note on (Any two) (14)**
- Administering target setting procedure
 - Process of designing sales territories
 - Prospecting
 - Objection handling in personal selling process.