

ASPSM IV

PERSONAL SELLING & SALESMANSHIP

Q1. Write a note on Consumer sales promotion.

Q2. Briefly explain limitations of personal selling.

Q3. State and explain various stages in process of selling.

Q4. What do you understand by Response Hierarchy models? Explain AIDA model

Q5. Write short notes on:

a. Rational buying motives

b. Reports prepared by salesman