

# **ASPSM IV**

## **PERSONAL SELLING & SALESMANSHIP**

Q1. Explain the concept of motivation. Give reasons to justify the dynamic nature of motivation.

Q2. Distinguish between traditional and modern approaches to personal selling.

Q3. What is personal selling? Explain its nature and significance.

Q4. Why is it important for the salesperson to be ethical in their approach?

Q5. Write short notes on:

a. Prospecting

b. Importance of retailing