

ASPSM IV

PERSONAL SELLING & SALESMANSHIP

Q1. Write a detailed note on marketing mix. Also explain elements of marketing mix.

Q2. State various qualities required by salesman to become successful salesman.

Q3. What do you mean by Personal selling? Explain importance of personal selling in modern marketing.

Q4. Write detailed note on buying motives of the Customers.

Q5. Write short notes on:

a. Process of Selling

b. Types of Customers.