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BTPC–022

INTEGRATED TEACHER EDUCATION PROGRAMME (ITEP) (BCOMBED)

Term-End Examination

June, 2026

BTPC-022 : PERSONAL SELLING AND SALESMANSHIP

Time : 3 Hours *Maximum Marks : 100*

Note : *(i) Attempt any **five** questions.*

(ii) All questions carry equal marks.

1. What do you mean by personal selling ? Describe the nature and characteristics of personal selling in Indian context. 20

2. (a) Describe *two* types of salesmanship and state its significance. 5, 5

   (b) Explain briefly the process of creative salesmanship with suitable example. 10

3. Describe key factors affecting buyer behaviour with the help of suitable example. 20

4. Describe the ethical and legal issues in selling with suitable examples. 20

5. (a) Explain the importance of sales reports. 10

   (b) Why is a sales report important for business decision making ? Explain. 10

6. Discuss sales closing techniques through two suitable examples. 20

7. What do you mean by personal selling ? Elaborate the steps involved in sales process with suitable examples. 20

8. Write short notes on any *two* of the following : 10+10

   (a) Ethics in Selling

   (b) Sales Manual

   (c) Presentation and Demonstration

   (d) Career Opportunities in Personal Selling

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