

TB155590A

Reg. No.....

Name.....

BMS DEGREE(C.B.C.S.S.)EXAMINATION,OCTOBER 2017
SEMESTER V – CORE COURSE (INTERNATIONAL BUSINESS)
CO5C11TB – PERSUASION AND SALESMANSHIP

Time: Three Hours

Maximum Marks: 80

PART A

I. Answer all questions. Each question carries 1 mark.

1. What is persuasion in Marketing?
2. What is bandwagon effect?
3. Expand ELM?
4. What are me too products?
5. What is prospecting?
6. What is AIDA?

(6x1=6)

PART B

II. Answer any seven questions. Each question carries 2 marks.

7. List and explain 2 persuasion techniques in advertising
8. Distinguish between cross selling and upselling.
9. What is experiential marketing?
10. What is customer relationship management?
11. What is a product insight? Give an example
12. What is objection handling in sales?
13. What is the Big Idea in advertising?
14. What are the different types of Advertising appeals?
15. Differentiate between me first and me too products.
16. What is Retailer's salesman and specialty salesman?

(7x2= 14)

PART C

III. Answer any five questions. Each question carries 6 marks.

17. Explain ELM and discuss the central and peripheral route of elaborations.
18. Discuss any three techniques in selling.
19. What is IMC? Discuss its various components.
20. Explain three persuasion techniques used in advertising in detail.
21. Discuss the qualities of a good salesman.
22. What is relationship marketing? Discuss its importance.
23. What is creativity? What are the sources of creativity? Why is it important in advertising?

24. What is salesmanship? What are the different types of salesmanship?

(5x6=30)

PART D

IV. Answer any two questions. Each question carries 15 marks.

25. Discuss the steps in personal selling in detail.

26. Discuss the various sources of idea generation in detail with suitable examples.

27. Discuss the persuasion theories in detail.

28. Discuss the various selling tactics in detail.

(2x15=30)