

**MODEL QUESTION PAPERS**  
**MARKETING &**  
**SALESMANSHIP**



# ELEMENTS OF MARKETING

## I YEAR (THEORY)

Time : 3 Hours

Max.Marks : 50

### Section - A

**Note :** (i) Answer all the Questions

(ii) Each Question carries 2 marks

10 x 2 = 20

1. Define Marketing
2. Differences between Marketing and selling
3. What is meant by standardisation
4. Explain consumerism
5. Explain branding
6. What are the types of middleman?
7. What is meant by warehousing?
8. Explain the types of packing
9. Explain about product planning
10. What are the sources of Market Information

### Section - B

**Note :** (i) Answer five Questions

(ii) Each Question carries 6 marks

5 x 6 = 30

11. What is marketing and explain the importance of marketing
12. Explain the functions of Marketing
13. Explain the meaning and importance of selling and explain the characteristics of indian marketing
14. What is meant by marketing Mix? Explain product classification
15. Explain the channels of distribution
16. What are the methods of collecting market information?
17. Explain the evaluation of Marketing.

# ELEMENTS OF MARKETING

## II YEAR

**Time : 3 Hours**

**Max.Marks : 50**

### Section - A

**Note :** (i) Answer all the Questions

(ii) Each Question carries 2 marks

10 x 2 = 20

1. Explain retail establishment
2. Give some examples of durable product
3. What are the different categories of goods?
4. Explain channels of distribution
5. Explain packaging
6. Explain sales promotion
7. What do you mean by electronic Media?
8. Explain about out door media
9. Difference between branding and packaging?
10. What do you mean by consumer goods?

## Section - B

**Note :** (i) Answer any three Questions

(ii) Each Question carries 8 marks

8 x 3 = 24

11. Assume that you are visiting some super market and going around it. You are required to identify and list out various consumer products, consumer durable and non-durable products
12. Assume that you are travelling your place to Hyderabad, In your Journey, you find so many newspaper, magazine sign Boards, hangings and mobile median electronic displays etc.  
Study their nature characteristics and list out scope for their improvement. Suitable to the changing media and competition.
13. Assume that you are directed by you company to setup a stall in industrial exhibition hyderabad.  
Prepare a checklist of the activities to be undertaken and lay out of the stall to give more publicity to your company products.
14. Assume that you are in distribution debatent of Hindustan Lever Limited in your area. Design a distribution network with the following requirements
  - a) Greater Access to customer
  - b) Low cost of transportation
  - c) Lowest time required to more the goods from storage point to purchase point
15. Assume that you are working for ORG - Marg. You are required to undertake a market survery to identify the reasons for the downfall of sales of cosmetic products in the competitive environment.

## Section-C

Viva - Voce

6 Marks

(Few simple questions on the awareness of students about the market, marketing, products, price, promotion, physical distribution, media and market research)

# COMPUTER APPLICATION IN SELLING

## II YEAR (THEORY)

**Time : 3 Hours**

**Max.Marks : 50**

### Section - A

**Note :** (i) Answer all the Questions  
(ii) Each Question carries 2 marks 10 x 2 = 20

1. What is Clip Board?
2. What is Multimedia?
3. What is Invoicing?
4. Define Break Even Analysis
5. What is Internet?
6. What is the use of computer in Departmental Stores?
7. What is Pagemaker?
8. What are the uses of Graphics?
9. Explain Custom House.
10. What is presentation of Slide?

### Section - B

**Note :** (i) Answer five Questions  
(ii) Each Question carries 6 marks 5 x 6 = 30

11. Explain in detail about control panel and File Manager in MS Windows.
12. Write Short Notes on :  
a) Use of Mouse b) Click Calender
13. Explain the performance of computer in departmental store/super bazar
14. Write a detailed note on E-mail.

15. Define Multimedia? How do you create an advertisement by using graphics.
16. Describe how computers are useful in the following business :
  - a) Insurance
  - b) Travels and Tours
  - c) Courier Services
17. Write a brief note on the role of computers in communication in an organizational context.

# COMPUTER APPLICATION IN SELLING

## II YEAR (PRACTICAL)

**Time : 3 Hours**

**Max.Marks : 50**

### Section - A

**Note :** (i) Answer all the Questions

(ii) Each Question carries 2 marks 10 x 2 = 20

1. What is C.P.U?
2. Define Computer?
3. List out the uses of computer in selling?
4. Define Mouse
5. What is Key Board?
6. What is spread Sheet?
7. Uses of Foxpro to Sales analysis
8. What is the use of Mail Merge?
9. What is M.S. Excell?
10. Uses of D-base.

### Section - B

**Note :** (i) Answer three Questions

(ii) Each Question carries 8 marks 3 x 8 = 24

11. What are the precautions to be taken before starting Windows.
12. What are menus of Fox-pro used in sales analysis
13. How do you create a file in M.S. Excell and use it for graphics presentation of sales.
14. Prepare the progress statement of a Departmental Store for a particular month in D-base.
15. How do you prepare the text, graphs charts and diagrams in Power Point.

### Section - C

**Viva - Voce**

**6 Marks**

(For few simple questions on the computer and its application in selling and sales analysis)



# ELEMENTS OF SALESMANSHIP

## II YEAR (THEORY)

**Time : 3 Hours**

**Max.Marks : 50**

### Section - A

**Note :** (i) Answer all the Questions

(ii) Each Question carries 2 marks

10 x 2 = 20

1. What is meant by Salesmanship?
2. Distinguish between Personal selling and salesmanship
3. Who are wholesalers Salesman
4. What are the methods of salesman training
5. What do you mean by Buyer's Behaviour?
6. Attempt a classification of customers
- 7., Explain about the importance of attracting attention of a prospect
8. What are the functions of real estate dealer?
9. What are the physical qualities a salesman
10. What do you mean by sales management?

### Section - B

**Note :** (i) Answer five Questions

(ii) Each Question carries 6 marks

5 x 6 = 30

11. Distinguish between creative salesmanship and competitive salesmanship
12. What are the duties and responsibilities of salesman?
13. What are the steps involved in recruitment of salesmen?
14. Explain about the areas of knowledge a sales man is expected to possess
15. What are the types of salesman explain about their nature of duties
16. Define 'Salesmanship'. Bring out the importance of salesmanship in a modern marketing
17. Discuss the essential qualities of a good salesman

# ELEMENTS OF SALESMANSHIP

## II YEAR (PRACTICALS)

**Time : 3 Hours**

**Max.Marks : 50**

### Section - A

**Note :** (i) Answer all the Questions

(ii) Each Question carries 2 marks

10 x 2 = 20

1. Selling as a carrier?
2. General qualifications prescribed for recruitment of sales person?
3. What is an audio-visual presentation?
4. Role of persuasion in a selling situation?
5. Common techniques used by sales persons (List any four).
6. Role of sales persons in purchase decision process?
7. Buying Motives?
8. Types of Packaging?
9. Types of Questionnaires?
10. Duties of purchase Manager?

## Section - B

**Note :** (i) Answer any three Questions

(ii) Each Question carries 8 marks

8 x 3 = 24

11. How do you release as an advertisement to a newspaper/magazine for the purpose of recruitment and selecting a salesman - illustrate your answer with an imaginary scample for a marketing company?
12. Taking the example any consumable product, explain how do you successfully present the features of the product to the customers through an audiovisual presentation?
13. How do you communicate persuade an alcholalic to stop drinking? explain?
14. Expalin breifly the factors that influence the buying process of a manufacturing and marketing organisation?
15. What factors do you take into account to survey on the buying motives of different customers, who visits your local departmental stores?

**Viva - Voce**

**6 Marks**

(Few simple questions on the awareness of students about the market, marketing, products, price, promotion, physical distribution, media and market research)

**EQUIVALANCY OF PAPERS IN THE RESTRICTED CURRICULUM  
TO THE PAPERS IN THE NEW CURRICULUM**

<b>Restructured Curriculum</b>	<b>New Curriculum</b>
<b>I Year</b>	<b>I Year</b>
<b>Part - A</b>	<b>Part - A</b>
1. Communication Skills in English	Same Paper
2. G.F.C.	Same Paper
<b>Part - B</b>	<b>Part - B</b>
Paper I Elements of Comments & Accountancy	Theory and Practicals
Paper II Elements of Marketing	Same
Paper III Elements of Salesmanship	Paper II of Second Year
Paper IV Computer Fundamentals	Paper III of I Year
<b>II Year</b>	<b>II Year</b>
<b>Part - A</b>	<b>Part - A</b>
1. Communication Skills in English	Same Paper
2. G.F.C.	Same Paper
<b>Part - B</b>	<b>Part - B</b>
Paper I Elements of Commerce & Accountancy	Paper I Theory and Practicals
Paper II Retailing	No equalent paper
Paper III Business Communication and Advertising	No equalent paper
Paper IV Computer Applications in Selling	Paper III in second year

## **XII. LIST OF SUBJECT COMMITTEE MEMBERS**

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