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BCOM – 1
SUB: PSS

PRELIMS PAPER
MARKS: 70

QUESTION NO.	QUESTION	MARKS
1	Discuss Types of Distribution channel in detail. OR Explain about various types of salesmen in detail.	20
2	What is salesmanship? Discuss advantages & limitations of salesmanship. OR Define scope and importance of salesmanship.	20
3	Explain first step & second step of selling process (To attract the customer & welcoming the customer). OR Discuss Third & forth step of selling process (Awaking interest and desire in the minds of customer).	15
4	What is sales promotion? Discuss various tools/techniques of sales promotion. OR Give idea about advantages & limitations of market research.	15

ALL THE BEST