

National Institute of Open Schooling
Secondary Course: Business Studies
Lesson 16: Sales Promotion and Personal Selling
Worksheet -16

1. Sales promotion adopts short-term, non-recurring methods to boost up sales in different ways. Comment.
2. Businessman wants to increase the sale of goods that he deals in. State with examples how he/she can increase the sale.
3. Sales promotion is important to increase the sale of any product. Explain the point of view of the Manufacturer and Consumer.
4. What method or techniques can be used by manufacturers or producers to increase the sale of any product?
5. Personal Selling refers to the presentation of goods before the potential buyers and persuading them to purchase the goods. Explain the statement in 120 words.
6. What is the ultimate objective and elements of Personal Selling?
7. Personal Selling is extremely important as it helps in increasing sales. Explain the importance from the manufacturer's point of view and the Customer's point of view.
8. To increase the sales of any product manufacturers or producers adopt different measures. State some of the commonly used techniques or methods of sales promotion.
9. There are certain common qualities, which every salesperson should possess in order to become successful in their life. Discuss the qualities in detail.
10. Advertising also helps in increasing sales of goods. Explain the statement with the help of an example to increase in sales of goods.