

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao Goa
SY B.Com, Semester-IV, Supplementary Examination June 2023
SUB: Salesmanship & Sales Management (GE 6)

Duration: 2 Hours

Maximum Marks: 80

Instructions: 1) All questions are compulsory
2) Figures to the right indicate full marks

Q 1) Answer the following questions in 10 to 12 lines (any 4) (4x4= 16)

- a) Identify the importance of salesmanship
- b) List the essentials of presentation
- c) State the importance of Pre Approach
- d) Explain the meaning of Sales Research
- e) Explain the concept of Sales Management
- f) State the meaning of Value added selling

Q 2) Write short notes on (any 4) (4x4=16)

- a) Explain the features of Functional sales organisation
- b) Identify the merits and demerits of committee organisation
- c) Examine the need for sales Organisation
- d) State the objectives of recruitment
- e) Express the meaning of sales meetings
- f) Enumerate the meaning of sales contests

Q 3 A) Analyze the various duties and qualities of a salesman.

OR

(12)

Q3 X) State and explain the various methods of closing the sales process.

Q 4A) Define sales forecasting. Explain the various methods of sales forecasting.

OR

(12)

Q 4X) Summarize the steps in sales planning process.

Q 5 A) Highlight the various functions of sales manager.

OR

(12)

Q 5 X) Describe the process of preparing sales budget.

Q 6 A) Evaluate the selection process in detail.

OR

(12)

Q 6 X) Identify the various incentives of motivating the salespeople.