

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
SY B.Com Semester-IV Supplementary Examination August 2022
GE-6, Salesmanship & Sales Management (UGOG147)

Duration: 2hrs

Max Marks: 80

Instructions:

- 1) Start each question on fresh page.
- 2) Figures to the right indicate maximum marks.
- 3) Answer each question under 1 and 2 in not more than 100 words each.
- 4) Answer question 3 to 5 in not more than 400 words each.

Q 1) Answer any 4:

(4x4= 16)

- A. Features of salesmanship
- B. Relationship Marketing
- C. Sales Research
- D. AIDA Formula
- E. Line Sales Organisation
- F. Types of selection tests

Q 2) Answer any 4:

(4x4=16)

- A. Pioneer Salesman
- B. Pre-approach
- C. Market Test method
- D. Committee Sales organisation
- E. Objectives of recruitment
- F. Types of interviews

Q 3 A) What do you mean by salesmanship? Explain the duties and responsibilities of a salesman.

OR

(12)

Q 3 X) What do you mean by prospecting? Describe the methods of prospecting.

Q 4 A) Describe the various methods of sales forecasting.

OR

(12)

Q 4 X) Explain the process of sales planning in detail.

Q 5 A) Who is a Sales Manager? Explain the functions of sales manager.

OR

(12)

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

Q 6 A) State and explain the various methods of handling objections.

OR

(12)

Q 6 X) Define sales management. Explain the objectives of sales management.
