

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao Goa
SY B.Com, Semester-IV Semester End Examination, April 2023
Truncated Syllabus
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) Explain the concept of salesmanship
- b) State the types of objections
- c) Identify the essentials of demonstration
- d) Examine the concept of sales research
- e) List the sales management objectives
- f) Explain the AIDA Formula

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

- a) Identify then need for sales organisation
- b) Examine the meaning of committee organisation
- c) State the features of Line Organisation
- d) Discuss the functional sales organisation
- e) Indicate the meaning of Pre-Approach
- f) Explain the concept of presentation

Q 3 A) Analyze the various types of salesmen.

OR

(12)

Q3 X) Enumerate the various methods of prospecting.

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

OR

(12)

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

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

OR

(12)

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

Q 6 A) Summarize the methods of closing.

OR

(12)

Q 6 X) Assess the various duties and qualities of a successful salesperson