

Vidya Vikas Mandal's  
Shree Damodar College of Commerce & Economics, Margao Goa  
SY B.Com, Semester-IV, Semester End Examination, April 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) 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 types of interviews
- e) Indicate the meaning of Sales Contests
- f) Explain the concept of sales meeting

Q 3 A) Analyze the various types of salesmen. (12)  
OR

Q3 X) Enumerate the various methods of prospecting.

Q 4A) Define sales forecasting. Explain the various methods of sales forecasting. (12)  
OR

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

Q 5 A) Assess the various functions of sales manager. (12)  
OR

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

Q 6 A) Summarize the various sources of recruiting the Salesforce. (12)  
OR

Q 6 X) Assess the various methods of training the Salesforce.