

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
SY B.Com, Semester-IV, Semester End Examination June 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.

Q1) Answer in brief: (any 4)

(16)

- a) Concept of salesmanship
- b) Speciality Salesman
- c) Relationship Marketing
- d) AIDA Formula
- e) Committee sales organisation
- f) External sources of recruitment

Q2) Write short notes on: (any 4)

(16)

- a) Reasons for objections
- b) Essentials of good demonstration
- c) Delphi method
- d) Objectives of recruitment
- e) Types of interviews
- f) Sales Research

Q3 A) Describe the characteristics of successful sales persons.

OR

(12)

Q 3 X) State and explain the various methods of closing

Q 4A) Describe the methods of sales forecasting.

OR

(12)

Q4 X) Explain the process of sales planning in detail.

Q5 A) What do you mean by sales organisation? Highlight the purposes of sales organisation.

OR

(12)

Q5 X) Describe the process of preparing the sales budget.

Q6A) State and explain the various methods of prospecting.

OR

(12)

Q6 X) Define sales management. Highlight the objectives of sales management.
