

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. (12)
OR
- Q 3 X) State and explain the various methods of closing
- Q 4A) Describe the methods of sales forecasting. (12)
OR
- 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. (12)
OR
- Q5 X) Describe the process of preparing the sales budget.
- Q6A) State and explain the various methods of prospecting. (12)
OR
- Q6 X) Define sales management. Highlight the objectives of sales management.
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