

VidyaVikasMandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
S.Y.B.Com, Semester IV, Semester End Examination, April, 2019.
Salesmanship & Sales Management (GE-6)

Duration: 2 hrs

Marks: 80

- Instruction: 1. All questions are compulsory
2. Start each question on a fresh page
3. Figures to the right indicate maximum marks

01. Write short notes: **(Any 4)** (16 Marks)
- a) Types of Selling Process Approach.
 - b) Executive Opinion Method Sales Forecasting.
 - c) Consultative Selling.
 - d) Three Levels of Relationship Marketing with customer.
 - e) Common Techniques of Sales Closing.
 - f) Market Test Method Sales Forecasting.
02. Write short notes: **(Any 4)** (16 Marks)
- a) Line and Staff Position.
 - b) Internal Sources of Recruitment.
 - c) Objectives of Sales Budget
 - d) Importance of Training to Employee.
 - e) Planning Function of Sales Manager.
 - f) Types of employment Test.
03. A) Describe the Selling Process. (12 Marks)
- OR**
- B) Define Salesmanship. Illustrate the importance of Salesmanship.
04. A) Explain the Qualitative Method of Sales Forecasting. (12 Marks)
- OR**
- B) Illustrate the Steps in Sales Planning Process.
05. A) Explain the Functions of Sales Manager. (12 Marks)
- OR**
- B) What is Sales Budget? Explain the procedure for developing Sales Budget.
06. A) Describe the Areas of Sales Training. (12 Marks)
- OR**
- B) Describe the Training Methods.