

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.