

Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND ECONOMICS,
PONDA- GOA

B.COM. CBCS (SEMESTER-IV) EXAMINATION, JULY 2021
SALESMANSHIP AND SALES MANAGEMENT (GE 6)

Duration: **2 Hours**

Marks:**40**

Instructions:

1. *All questions are compulsory.*
2. *Answer ANY FIVE sub-questions in Q1 in not more than 50 words each.*
3. *Answer ANY SIX sub-questions in Q2 in not more than 250 words each.*
4. *Figures to the right indicate maximum marks to the questions.*

Q1.

5x2=10

- i. What is meant by Salesmanship?
- ii. Explain any two qualities of a Good Salesman.
- iii. What is Sales Research?
- iv. What is meant by Sales management?
- v. List any four characteristics of Sales Organization.
- vi. Explain any two functions and responsibilities of a Sales Manager.
- vii. Explain any two Individual Methods of training sales force.
- viii. Explain any two Non-Monetary Incentives for sales force.

Q2.

6x5=30

- a. Explain in detail the process involved in Selling.
 - b. Explain in detail the concept of Value added selling.
 - c. Explain any five objectives of Sales management.
 - d. Explain any five methods of sales forecasting.
 - e. Explain in detail the Sales Budget Process.
 - f. Explain in detail any two Sales organization structures in detail.
 - g. Explain in detail the process involved in selection of sales force.
 - h. Explain in detail the objectives of establishing sales territories in sales force.
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