## GVM's GGPR College of Commerce & Economics, Farmagudi- Ponda, Goa.

## B.Com (Semester IV) Intra Semester Assessment (Test-I), January 2020

## SALESMANSHIP AND SALES MANAGEMENT

Duration: 30 minutes Marks: 10

1. Answer the following

4x2=8marks

- a. Write short note on importance of salesmanship to business
- b. What is value added selling.
- c. State any 4 qualities of a good salesman.
- d. State stages involved in selling process
- 2. Answer the following in one word.

2x1=2marks

- a. Skill of convincing people to buy or in persuading people to do something.
- b. Using satisfied customers and their positive experiences to convince target customers.