

**GOA VIDYAPRASARAK MANDAL'S
GOPAL GOVIND POY RAITURCAR COLLEGE OF
COMMERCE AND ECONOMICS, PONDA- GOA
B.COM. CBCS (SEMESTER-IV) SUPPLEMENTARY EXAMINATION AUGUST, 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.

QI) Answer **ANY FIVE** from the following

(5x2Marks) = 10 Marks

1. What is meant by Value added selling?
2. Explain any two tools for Personal selling.
3. What is Sales Analysis?
4. Explain any two objectives of Sales management.
5. Explain any two characteristics of Sales Organization.
6. What is Matrix Organization?
7. What is Recruitment?
8. Explain any two Individual Methods of training salesforce.

QII) Answer **ANY SIX** from the following.

(6x5 Marks) =30 Marks

- a. Explain in detail the steps involved in Selling.
 - b. Explain any five qualities of a Good Salesman.
 - c. Explain in detail the process involved in Sales planning and Control.
 - d. Explain any five methods of sales forecasting.
 - e. Explain in detail need of Sales Organization.
 - f. Explain in detail any five functions of a Sales Manager.
 - g. Explain in detail any five Group Methods of training salesforce.
 - h. Explain in detail the Evaluation of salesforce performance.
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