

Pg. 1 of 2
Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND ECONOMICS
B.Com. CBCS (SEMESTER-IV) REGULAR EXAMINATION, JUNE 2022
SALESMANSHIP AND SALES MANAGEMENT

Duration: 2 Hours

Marks: 80

Instructions:

1. All questions are compulsory.
2. Numbers to the right indicate marks.
3. Q.NO.1 and Q.NO.2 to be answered in not more than 100 words
4. Q.NO.3 to Q.NO.6 to be answered in not more than 400 words

Q.1 Answer any **FOUR** out of the following SIX questions.

(16 Marks)

- a) Concept of salesmanship
- b) Qualities of good salesman (ANY FOUR)
- c) Sales Forecasting
- d) Concept of sales organization
- e) Critical areas for customer growth
- f) Recruitment of sales force

Q.2 Answer any **FOUR** out of the following SIX questions.

(16 Marks)

- a) Value added selling
- b) Personal selling
- c) Sales control
- d) Sales Budget
- e) Sales planning
- f) Draw an organization chart

Q.3 a) "Salesmanship is inevitable in Modern Commerce." Outline the steps involved in Selling Process.

(12 Marks)

OR

Q.3 b) "Salesmanship has been developed from a mere selling activity to specialized Science and Art." Explain the statement with reference to the importance of salesmanship in modern business.

(12 Marks)

