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		
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0.1 Answer any FOUD out of the following SIV questions	(16 Morka)	
Q.1 Answer any FOUR out of the following SIX questions.a) Concept of salesmanship	(16 Marks)	
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)	

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Q.4 a) Examine the concept of Sales Management and describe the prominent objectives of the same.	(12 Marks)
OR	
Q.4 b) Summarize the various analysis involved in the process of Sales	
Research along with a brief explanation of the concept of Sales Research.	(12 Marks)
Q.5 a) Discuss in detail the importance of Line Organization Structure and	
draw the suitable Line Organization chart.	(12 Marks)
OR	``````````````````````````````````````
Q.5 b) Explain the various responsibilities attached to the position of Sales	
Manager.	(12 Marks)
0.6 a) Discuss the need for offective Sales Organization?	(17 Monka)
Q.6 a) Discuss the need for effective Sales Organization? OR	(12 Marks)
Q.6 b) Explain in detail about the concept of Line & Staff Organization along	
with their respective merits & demerits.	(12 Marks)
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