

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

B.COM. CBCS (SEMESTER-IV) END (REPEAT) EXAMINATION APRIL/MAY 2023

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) Scope of Salesmanship
- b) Physical Qualities of a good salesman (**ANY FOUR**)
- c) Concept of Sales Management
- d) Sales organization
- e) Need for Sales Budget
- f) Planning for major customers

Q.2 Answer any **FOUR** out of the following **SIX** questions. **(16 Marks)**

- a) Relationship Marketing
- b) Sales planning and control
- c) Sales Research
- d) Functions of Sales Manager (**ANY FOUR**)
- e) Personal Selling
- f) Importance of sales forecasting (**FOUR POINTS**)

P.T.O.

