

CARMEL COLLEGE OF ARTS, SCIENCE & COMMERCE FOR WOMEN
SEMESTER END EXAMINATION, JULY 2021

Semester: IV B.Com Subject: Salesmanship and Sales Management

Subject Code: GE6

Date 17/7/2021

Duration: 2Hrs

Total Marks: 40

Instructions:

- 1. All questions are compulsory.*
- 2. Figures to the right indicate marks.*

Q.I. Answer any FIVE from the following.

(5x2=10)

1. What do you mean by salesmanship?
2. What is value-added selling?
3. Briefly explain reporting system.
4. What is sales research?
5. What do you mean by planning for major customers?
6. What do you mean by sales contest?
7. Briefly explain the importance of sales team motivation.
8. State the objectives of sales management.

Q. II. Answer any SIX from the following.

(6x5=30)

1. Explain the selling process.
2. What are the functions and responsibilities of sales managers?
3. Explain the need for a sales organization.
4. Explain sales planning and control.
5. Explain sales forecasting methods.
6. Discuss areas of sales training.
7. Explain the monetary compensation package
8. Discuss the importance of salesmanship in the modern business world.
