

**CARMEL COLLEGE OF ARTS, SCIENCE & COMMERCE FOR WOMEN
NUVEM - GOA**

SEMESTER END EXAMINATION, APRIL-MAY 2023

Semester: IV OF B.Com

Course Title: Salesmanship and Sales Management Course Code:UCOG147

Total Marks: 80 Date: 08/05/2023 Duration: 2Hrs Total No. of pages: 02

Instructions: 1. All questions are compulsory.

2. Figures to the right indicate marks.

Q.I. Answer any FOUR from the following. (4x4=16)

1. Explain the meaning of salesmanship.
2. What is value added selling?
3. Explain the importance of salesmanship.
4. Discuss the objectives of sales management.
5. What do you mean by sales forecasting?
6. Explain the role of sales research in sales management.

Q. II. Write short notes on any FOUR of the following. (4x4=16)

1. Explain the need for sales organizations.
2. What is sales budget?
3. Explain the importance of customer knowledge in sales department design.
4. Discuss the need for sales team motivation.
5. What is sales contest?
6. Explain the role of recruitment and selection in sales strategy implementation.

Q.III(A). Explain in detail the steps involved in selling process. (12)

OR

Q.III(B). Explain any 5 important social qualities of a good salesman. (12)

Q.IV(A). Discuss various methods of sales forecasting. (12)

OR

Q.IV(B). Explain in detail various phases of sales control. (12)

Q.V (A).Explain the different types of sales organization. (12)

OR

Q.V(B).Explain various functions and responsibilities of sales manager. (12)

Q.VI. (A). Explain different monetary sales compensation methods. (12)

OR

Q.VI. (B). Sales training needs focus on company and market knowledge. Explain.

(12)
