

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2004-2005 & thereafter)

SUBJECT CODE : **CM/AC/SP43**

B.Com. DEGREE EXAMINATION APRIL 2007
COMMERCE
FOURTH SEMESTER

COURSE : **ALLIED – CORE**
PAPER : **SALESMANSHIP**
TIME : **3 HOURS**

MAX. MARKS : 100

SECTION - A

ANSWER ALL QUESTIONS:

(10 x 3 = 30)

1. Define salesmanship.
2. Identify the objectives of personal selling.
3. What is a sales quota? Give an example.
4. What are the ways to forecast sales?
5. State any two types of incentives that motivate a salesperson?
6. Write a short note on Trait.
7. What is the psychology behind selling?
8. Identify the different levels in the sales department.
9. What is the most essential skill for a salesman?
10. What do you understand by the term 'impulse buying'?

SECTION - B

ANSWER ANY FIVE QUESTIONS:

(5 x 6 = 30)

11. Explain different kinds of selling.
12. Discuss how sales contest can act as an incentive.
13. How can a manager organize an effective sales department?
14. Explain any two methods of sales training.
15. Differentiate between marketing and selling efforts.
16. How allocation of sales territory can be a tool for control.

17. Identify the important personality traits of a good salesman.

SECTION - C

ANSWER ANY TWO QUESTIONS:

(2 x 20 = 40)

18. Explain salesmanship as an Art and a Profession.
19. What are the steps involved in the selling process.
20. Discuss the requirements of an effective compensation plan.
21. Explain the duties to be performed by the salesman.

