

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 2008
COMMERCE
FOURTH SEMESTER

COURSE : **ALLIED – CORE**
PAPER : **SALESMANSHIP**
TIME : **3 HOURS** **MAX. MARKS : 100**

SECTION – A

ANSWER ALL QUESTIONS: (10 x 3 = 30)

1. State the objectives of personal selling.
2. What is sales – force motivation?
3. What are the personal traits required for a salesman?
4. Identify the different levels in the sales department, by means of a diagram.
5. State any two purpose of setting up a sales department.
6. Who is a professional salesman?
7. Allocation of quota is an important duty of a sales manager. Give an example.
8. What is intrinsic reward? Give an example.
9. Write a short note on telemarketing.
10. What do you understand by selling across the counter?

SECTION – B

ANSWER ANY FIVE QUESTIONS: (5 x 6 = 30)

11. Describe the features that differentiate sales job from other jobs.
12. Discuss how sales contest can act as an incentive.
13. How can a manager organize an effective sales department?
14. Discuss the various types of salesman.-
15. Explain the different kinds of selling.

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. Trace the steps involved in selling.
20. Discuss the most widely used methods of compensating a sales force.
21. Explain the duties to be performed by the salesman.

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