

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2011-2012 & thereafter)

SUBJECT CODE: 11CM/GE/SM44

B.A. / B.Sc. / B.Com. / B.C.A. / B.S.W. / B.V.A. DEGREE EXAMINATION,
APRIL 2015

COURSE : GENERAL ELECTIVE

PAPER : SALESMANSHIP

TIME : 3 HOURS

MAX. MARKS: 100

SECTION A - (10 x 3 =30 marks)

Answer ALL questions

1. Define Salesmanship.
2. Name the different types of prizes offered for a sales contests.
3. What are the negotiation skills needed for selling?
4. What is the purpose of sales meeting?
5. Explain the Remote Control sales meeting.
6. What is sales talk?
7. Outline the objectives of Personal Selling.
8. What is a Buying Formula?
9. Name the different types of Organisational structure of a sales department.
10. Explain the use of Psychology used in selling.

SECTION B - (5 x 6 = 30 marks)

Answer any FIVE questions.

11. Explain the role of Personal Selling.
12. What are the characteristic traits required for an effective sales personality?
13. Write a short note on different forms of sales contests.
14. Explain AIDAS Theory of sales.
15. Outline the purposes of a successful sales organization.
16. Is Salesmanship an Art or a Science? Elaborate.
17. Write a note a) Novelty sales contest b) Sales Quotas and Territories

SECTION C - (2 x 20 = 40 marks)

Answer any TWO questions.

18. Explain in detail the steps involved in the process of selling.
19. What are the different types of skills required for an effective sales personality?
20. Enumerate the steps of planning and conducting a sales meeting through the ACMEE Approach.
21. Explain the different types of organizational structure of a sales department.
