

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI 600 086**  
(For candidates admitted during the academic year 2011-12 and onwards)

End Semester Examination April 2016

SUBJECT CODE: 11CM/GE/SM44

**B. A. / B. Sc. / B. Com. / B.C.A. / B.S.W. / B.V.A. Degree II Year**

Paper : **Salesmanship**  
Time: **3 hours**

**Max. Marks : 100**

**Part A**

Answer **ALL** questions.

(10 x 3 = 30 marks)

1. Define Personal Selling.
2. Why is Salesmanship an art?
3. What is meant by Sales Personality?
4. State the objectives of Salesmanship.
5. What are non-financial incentives?
6. Write a note on Sales Contests.
7. Expand AIDAS.
8. State the purpose of sales organization.
9. Give any five essential qualities of a salesperson.
10. Can Salesmanship be considered as a profession?

**Part B**

Answer **Any FIVE** questions.

(5 x 6 = 40 marks)

11. Discuss the benefits of Salesmanship.
12. Explain "AIDAS Theory of Selling" and Behaviour equation Theory.
13. Explain the techniques of sales forecasting.
14. Discuss the basic types of sales organization.
15. Examine the essentials of a good remuneration plan.
16. What are the methods of evaluating a sales performance?
17. Write short notes on a) Interpersonal skills and b) Negotiation and communication skill.

**Part –C**

Answer any **two** questions.

(2 x 20 = 40 marks)

18. Discuss the steps involved in prospecting.
19. Explain the qualities and traits that are essential for a successful salesperson.
20. As a Sales Manager of a FMCG company, what are the factors you would consider for an effective presentation?
21. Explain the different methods of remunerating a salesperson.