

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 2009
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. What is a sales territory?
3. What are the measures to forecast sales?
4. Explain the term sales quota with an example.
5. Is Salesmanship an Art or a Science? Explain.
6. Write a short note on sales routine.
7. What are fringe benefits?
8. Identify the objectives of Personal Selling.
9. State any 2 purposes of setting up a sales department.
10. Who is a professional salesman?

SECTION – B

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

11. Explain any two methods of sales training.
12. Discuss the various types of salesmen.
13. Explain the use of sales contest as a financial incentive.
14. Discuss the different types of sales quota and their advantages
15. Explain different kinds of selling

16. Write a short note on (i) sales talk (ii) Prospecting.
17. Bring out the importance of sales meetings and sales conferences.

SECTION – C

ANSWER ANY TWO QUESTIONS:

(2 x 20 = 40)

18. Explain the different steps involved in the process of selling.
19. Discuss the various compensation plans offered to a sales person.
20. Outline the duties to be performed by a sales person and enumerate the qualities/traits needed for an effective sales personality
21. Explain the different types of sales organization structure and bring out the role of the sales manager.

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