

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

SUBJECT CODE : CM/MO/SM54

**B.Com. DEGREE EXAMINATION NOVEMBER 2009**  
COMMERCE  
FIFTH SEMESTER

COURSE : MAJOR – OPTIONAL  
PAPER : SALES MANAGEMENT  
TIME : 3 HOURS  
MAX. MARKS : 100

**SECTION – A**

ANSWER ALL QUESTIONS: ( 10 x 3 = 30 )

1. What is Salesmanship?
2. Mention the steps in setting up a sales organization.
3. Should specialists be developed for sales organization?
4. What are sales job description?
5. What is pre recruiting reservoir?
6. When is qualitative criteria used for appraising performance?
7. Present the hierarchy of human needs as visualized by A H Maslow.
8. Mention some non-financial methods of motivating salesmen.
9. What decisions are to be taken to build a sales training programme?
10. Will you favour selling as a career? Why?

**SECTION – B**

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

11. What are the qualitative objectives of Personal Selling?
12. Explain the stages in the process of selling.
13. Explain line sales organization.
14. State the requirements for an effective compensation plan.
15. Write a brief note on Prospecting.
16. What are the individual methods of motivation?
17. Explain on-the-job training programme.

**SECTION – C**

ANSWER ANY TWO QUESTIONS:

( 2 x 20 = 40 )

18. State the sales related marketing policies and elaborate on the policies related to pricing.
19. Explain the different methods of training of salesmen.
20. What are the sources of sales force recruits?
21. Describe the quantitative performance standards used by companies.

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