

**VIVEKANANDHA COLLEGE FOR WOMEN
UNJANAI
DEPARTMENT OF COMMERCE
II – B.COM (CA) – III SEMESTER
SALESMANSHIP**

TIME: 3hrs

Max Marks: 75 Marks

SECTION – A (Answer All Questions)

10x2=20 Marks

1. What is personal selling?
2. Define salesmanship.
3. List out the quantities of salesman.
4. What do you mean by recruitment?
5. What is meant by selection?
6. What do you mean by scrutinising application?
7. What is meant by training?
8. How to identify the buyer.
9. Write any two importance of personal selling
10. What is meant by medical examination?

SECTION – B (Answer All Questions)

5X5=25 Marks

11. (a) State the objectives of personal selling. (OR)
(b) What are the steps involved in personal selling.
12. (a) Explain the objectives of salesmanship. (OR)
(b) Describe the importance of salesmanship
13. (a) Explain the characteristics of a successful salesman. (OR)
(b) Explain the objectives of training.
14. (a) Describe the selling methods (OR)
(b) What are the methods of training?
15. (a) “Salesman are born not made”- Discuss (OR)
(b) Explain the process of selecting the salesman?

SECTION-C (Answer Any Three Questions)

3X10=30 Marks

16. What are the features of salesmanship?
17. Distinguish between salesmanship and advertising
18. What are the qualities of a good salesman?
19. Explain the sources of recruitment of salesman
20. Explain the advantages of salesmanship.

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SECTION – A (Answer All Questions)

10x2=20 Marks

PART - A

1. Describe Salesmanship.
2. What is Personal Selling?
3. What is Recruitment?
4. What is Salesforecast?
5. List out the different kinds of Salesman.
6. What is Sales Promotion?
7. Mention any 4 sources for be selection of Salesman.
8. What is Training?
9. Mention any 4 qualities of salesman.
10. State any 2 features of Salesmanship.

Part - B

11. (a) discuss the importance of Salesmanship to manufacturers. Or
(b) elaborate the objectives of Personal Selling?
12. (a) discuss the modern concept of Salesmanship. Or
(b) How is Salesman Selected?
13. (a) Distinguish ranging from Personal Selling and Salesmanship. Or
(b) explain the importance of right selection of Salesman.
14. (a) elaborate the uses of Salesmanship to Society? Or
(b) What is the importance of Sales Forecasting?
15. (a) elaborate the different methods of remunerating the salesman? Or
(b) explain the importance of sales organisation.

Part – C

16. Elaborate the functions of Sales organisation?
17. Elaborate the advantages of training to salesman?
18. Explain the methods of motivation of salesman.
19. Discuss the procedure involved in the recruitment and selection of salesman.
20. Elaborate the duties and responsibilities of salesman?