

Exam. Code : 103204

Subject Code : 1107

**B.A./B.Sc. Semester—IV**

**COMMERCE**

**(Salesmanship)**

Time Allowed—3 Hours] [Maximum Marks—100

**INSTRUCTIONS TO CANDIDATES**

- (1) Section—A is compulsory.
- (2) Attempt any **EIGHT** questions from Section—B.
- (3) Attempt any **TWO** questions from Section—C.

**SECTION—A**

**(Marks : 10×2=20)**

1. Answer the following :
  - (i) Salesmanship
  - (ii) Travelling Salesman
  - (iii) Staple Salesman
  - (iv) Persuasion
  - (v) On the Job Training
  - (vi) Buying Motives
  - (vii) Demonstration

(viii) Closing the Sale

(ix) Sales Presentation

(x) Sales Information System.

### SECTION—B

(Marks : 8×6=48)

2. (i) What is salesmanship ? Discuss whether it is an art or science.
- (ii) Explain the characteristics of sales careers.
- (iii) What are the duties and responsibilities of a salesman ?
- (iv) Describe the strengths and weaknesses of personal selling.
- (v) Describe various types of salesman.
- (vi) Briefly explain various stages in selling process.
- (vii) Explain how are salespersons trained after selection ?
- (viii) Define demonstration and explain its importance.
- (ix) What are rational buying motives ? Explain with the help of examples.
- (x) Explain various sources of recruitment of salesman.
- (xi) Define sales training. State its objectives and importance.

(xii) How can a salesperson handle objections ?

**SECTION—C**

**(Marks : 2×16=32)**

3. "Salesmanship is largely acquired and very little is inborn." Discuss the essential qualities of successful salesman in the context of this statement.
4. Define sales territory. What is the necessity of sales territory and how are they determined ?
5. What is salesman selection ? Describe the procedure for selecting the right type of salesman.
6. What is sales presentation ? Explain various strategies of sales presentation.