

Sr. No. 2680

Exam. Code: 103204

Subject Code : 1102

B.A./B.Sc. 4th Sem.

(2517)

Paper - Commerce (Salesmanship)

Time allowed: 3 hrs.

Max. Marks: 100

Section - A
(Compulsory)

Q1. Answer the following:

(10 x 2 = 20 marks)

- i. Selling
- ii. Staple Salesman
- iii. Persuasion
- iv. Selling Objectives
- v. Handling Objections
- vi. Prospect vs. Customer
- vii. Appraisal of salesman
- viii. Counter Salesman
- ix. Approaching the Prospect
- x. Salesforce Information System

Section - B

Q2. Attempt any Eight Questions.

(8x6 = 48 marks)

- i. Discuss the physical qualities of a good salesman?
- ii. Is salesmanship science or an art? Discuss.
- iii. What are the duties and responsibilities a salesman?
- iv. Describe characteristics of sales careers?
- v. What is the appraisal of salesman?
- vi. What are the essentials of good demonstration?
- vii. What is meant by sizing up the prospect?
- viii. Explain various ways to measure performance of salesman?
- ix. Describe the methods of approaching the prospect?
- x. Discuss the strategies of presentation?
- xi. What are the various types of objections?
- xii. Explain the methods of closing the sales call?

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(2)

Section - C

Attempt any Two questions.

(2X16 = 32 marks)

- Q3. Define Salesmanship. Discuss its nature and scope.
- Q4. Explain the ethical problems in selling?
- Q5. Explain the significant aspects of human behavior impacting sale?
- Q6. What do you mean by selection of sales force? Explain the various steps in the selection process?

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