

VIVEKANANDHA COLLEGE FOR WOMEN, UNJANAI
DEPARTMENT OF COMMERCE CA
SALESMANSHIP
II B.Com (CA)

Time: 3 Hrs

Max: 75 Marks

SECTION – A

Answer All Questions

10x2=20 Marks

1. Define salesmanship.
2. What do you mean by fringe benefit?
3. Expand ACMEE.
4. What is control?
5. What is sales forecast?
6. What do you mean by scientific advertising?
7. What is meant by training?
8. What is retail salesmanship?
9. Write any two importance of personal selling
10. What is meant by creative salesmanship?

SECTION – B

Answer All Questions

5X5=25 Marks

11. (a) Explain the modern concept of salesmanship (OR)
(b) What are the objectives of personal selling.
12. (a) Distinguish between advertising and salesmanship. (OR)
(b) What are the objectives of salesmanship?
13. (a) Explain the advantages of sales report. (OR)
(b) Explain the objectives of training.
14. (a) Discuss the importance of right selection. (OR)
(b) What are the methods of training?
15. (a) Explain the characteristics of salesman. (OR)
(b) Explain the qualities of salesman?

SECTION-C

Answer Any Three Questions

3X10=30 Marks

16. Explain the procedure involved in the recruitment and selection of salesman.
17. Discuss the duties and responsibilities of salesman.
18. Explain about the difference types of salesman.
19. Discuss the importance of salesmanship.
20. Explain the advantages of salesmanship.