

SALESMANSHIP
II B.Com CA and B.Com

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 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?