

**S.NO: 22N1- UC**

**Course Code: BCS2**

**A.D.M.COLLEGE FOR WOMEN, NAGAPATTINAM**

**(AUTONOMOUS)**

**B. Com Degree Examination**

**V Semester – November – 2022**

**SBE II - SALESMANSHIP**

**Time: 3 hours**

**Maximum Marks: 75**

**Section –A**

**10X2=20**

**Answer ALL the Questions**

1. What is Personal Selling?
2. Define Salesmanship.
3. Write note on AIDA.
4. What is a Behaviour Equation?
5. Write the meaning of Sales Organisation.
6. What is Sales Forecasting?
7. Define Sales Compensation.
8. What is Remuneration Scheme?
9. Give the meaning of Sales Quota.
10. What is meant by Control of Salesman?

**Section –B**

**5X5=25**

Answer **ALL** the Questions

11. a) Explain the components of Personal Selling.

**(or)**

b) Bring out the various types of Salesmanship.

12. a) Mention the important theories of Personal Selling.

**(or)**

b) Distinguish between Buying Formula Theory and Behavioural Equation Theory.

13. a) What are the functions of Sales Organisation?

**(or)**

b) Explicate the importance of Sales Training.

14. a) State the factors that affect Salesman Remuneration.

**(or)**

b) Narrate the essentials of a good Remunerative Plan.

15. a) What are the advantages of Control of Salesman?

**(or)**

b) State the benefits of Routing in Sales Management.

**Section -C**

**3 X 10 = 30**

Answer any **THREE** Questions

16. Describe the duties and responsibilities of Salesmen.
17. Explain the various steps involved in Personal Selling Process.
18. Discuss the factors affecting Sales Forecasting.
- 19 . Explicate the different methods used for Remunerating a Salesman.
20. Analyse the various methods of setting Sales Quota in an Organisation.