

(6 pages)

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B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2021.

Fourth Semester

Business Administration — Main

SALESMANSHIP

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer.

1. A prospective buyer generally _____.
 - (a) intends to buy
 - (b) enquires
 - (c) does window shopping
 - (d) all the above

2. 'Institutional Consumer' makes bulk purchase and have _____ bargaining power.
- (a) weaker (b) normal
(c) poor (d) stronger
3. The success of a salesman lies in creating _____ customer for the product.
- (a) few (b) new
(c) permanent (d) occasional
4. _____ purchases products with the intent of using them in the course of operating a business.
- (a) Potential customers
(b) Discount customers
(c) Industrial customers
(d) Institutional customer
5. Step in personal selling process which consists of first meeting between customer and sales person is called _____.
- (a) qualifying (b) prospecting
(c) followup (d) approach

6. A marketing strategy conducted entirely by telephone to support and sometimes substitute for face-to-face selling is called _____.
- (a) video conferencing (b) voice mail
(c) e-mail (d) telemarketing
7. Salespeople should recognize that _____.
- (a) human expectations are probably infinitely elastic
(b) consumers but not organizational buyers are increasingly less tolerant of inferior products
(c) foreign competition in the United States are declining
(d) none of the above
8. _____ handles the entire selling process from beginning to end.
- (a) Telemarketing
(b) Teleselling
(c) Direct mail
(d) Customer sales people

9. Projection on the basis of past records is a method of _____.
- (a) value analysis (b) sales forecasting
(c) standard appraisal (d) sales MB₆
10. Standard amount that must be sold by sales person of company's total product is classified as _____.
- (a) Sales contest (b) Expense quota
(c) Production quota (d) Sales quota

PART B — ($5 \times 5 = 25$ marks)

Answer ALL questions, choosing either (a) or (b).

Answer should not exceed 250 words.

11. (a) What are the importance of Salesmanship?
- Or
- (b) "Selling ability is not inherent" — Explain.
12. (a) How is acquiring knowledge beneficial for the salesman in sales process? Explain.
- Or
- (b) Write detailed note on Buying motives of the customer.

13. (a) Explain the advantages of planning a sales presentation for products and services.

Or

- (b) What are the essential features of Good presentation?

14. (a) What are the needs of Sales Quotas?

Or

- (b) What is Sales Forecasting? What are the importance of Sales Forecasting?

15. (a) What are the main purpose for establishing sales territories? Explain.

Or

- (b) What are the importance of telemarketing in business?

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Answer should not exceed 600 words.

16. (a) Is salesmanship an Art or a Science? Discuss.

Or

- (b) What are the essential elements of a successful salesman?

17. (a) What is meant by an Industry? How can a salesman collect information about industry?

Or

- (b) How is knowledge about the product-line of the company and knowledge about the policies of the company are helpful in enhancing sales activities?

18. (a) “Sales people must know the various methods used for making a sales presentation” — Discuss.

Or

- (b) What are the uses of Technology in Sales?

19. (a) What are the types of Quotas and Quota setting procedures?

Or

- (b) What are the factors that influence sales forecasting?

20. (a) Explain the strategies of sales management.

Or

- (b) What are the roles and responsibilities of a Sales Manager?