

(6 pages)

Reg. No. :

Code No. : 22986 E Sub. Code : SMBA 44

B.B.A. (CBCS) DEGREE EXAMINATION,
APRIL 2019.

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. The qualities of a good salesman include _____.

- (a) Friendliness
- (b) Confidence
- (c) Persuasiveness
- (d) All the above

2. Kind of sales people who travel to call all customers in field is classified as _____.

- (a) Inside sales force
- (b) Outside sales force
- (c) Channel intermediaries
- (d) Nominal sales force

3. Product knowledge is an essential _____ as it can turn sales process easy.

- (a) Sales skill
- (b) Quality
- (c) Feature
- (d) None of the above

4. _____ product is a Consumer product or service that customers normally buy frequently, immediately and without great comparison or buying effort.

- (a) Shopping
- (b) Convenience
- (c) Specialty
- (d) Unsought

5. _____ method is the most challenging and a creative form of selling.

- (a) Need - satisfaction
- (b) Multi - person
- (c) Formula
- (d) Stimulus respond

Page 2 Code No. : 22986 E



6. A company's survey to access people's knowledge, preferences and beliefs are classified as _____.
(a) Survey research
(b) Focus group research
(c) Ethnographic research
(d) Observational research
7. Delphi method is used for _____.
(a) Judgemental forecast
(b) Time series forecast
(c) Associative model
(d) All of the above
8. Standard amount that must be sold by salesperson of company's total product is classified as _____.
(a) Sales contest
(b) Expense quota
(c) Production quota
(d) Sales quota

9. In _____ sales force structure, a sales representative is assigned to sell product line in a specific geographical area.
(a) Customer (b) Product
(c) Indirect (d) Territorial
10. Telemarketing means _____.
(a) Marketing person
(b) Selling telephones
(c) Marketing through phone calls
(d) Sending SMS

PART B — (5 × 5 = 25 marks)

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

Answer should not exceed 250 words.

11. (a) State the importance of salesmanship.
Or
(b) What are the required characteristics of a salesman?
12. (a) List out the benefits of product knowledge to the salesman.
Or
(b) Briefly explain the different kinds of products.



13. (a) What are the factors to be considered while making a sales presentation?

Or

- (b) List out the advantages of online market survey.

14. (a) State the uses of sales forecasting.

Or

- (b) Describe the different types of sales quota.

15. (a) How do create a sales territory?

Or

- (b) What are the advantages of telemarketing?

PART C — (5 × 8 = 40 marks)

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

Answer should not exceed 600 words.

16. (a) Explain the functions of salesman.

Or

- (b) Describe the essential qualities of a successful sales person.

17. (a) What are the details about the product to be known by sales person?

Or

- (b) In what way the knowledge about customer is helpful to the salesman?

Page 5 Code No. : 22986 E

18. (a) Explain the sales presentation methods.

Or

- (b) Describe the various techniques used for market survey.

19. (a) List out the advantages and disadvantages of sales forecasting.

Or

- (b) Explain the methods used for setting sales quota.

20. (a) Explain the decision making process.

Or

- (b) What are the factors determining allocation of sales territories? Explain.
-

Page 6 Code No. : 22986 E

