

~~Set-3~~

Reg. No.....

Code No: SS22471E

Sub. Code: SMBA44

B.B.A.(CBCS) DEGREE SPECIAL SUPPLEMENTARY EXAMINATION, APRIL 2020

FOURTH SEMESTER

BUSINESS ADMINISTRATION - Main

SALESMANSHIP

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum: 75 marks

Part - A (10 X 1 = 10 marks)

Answer all questions, choose the correct answer

1. Salesmanship needs a lot of \_\_\_\_\_.  
a) creativity      b) initiative      c) empathy      d) all the above
2. Which one of the following is not the quality of successful salesman?  
a) Confidence      b) Enthusiasm      c) Resiliency      d) Pessimism
3. Mostly sales is a \_\_\_\_\_ function.  
a) line and staff      b) staff      c) line      d) none of these
4. The sequence of a sales process is \_\_\_\_\_.  
a) Lead generation, call, presentation & sale      b) Sale, presentation, Lead generation & call  
c) Presentation, Lead generation, Sale & Call      d) Lead generation, Call, Sale & Presentation
5. A sales pitch is otherwise known as \_\_\_\_\_.  
a) sales pit      b) sales ditch      c) sales pot      d) sales presentation
6. An investigation into the state of the market for a particular product or service, including an analysis of consumers' needs and preferences refers to \_\_\_\_\_.  
a) market segmentation      b) market potential  
c) market survey      d) market grading
7. Delphi method is used for \_\_\_\_\_.  
a) Judgemental forecast      b) Time series forecast  
c) Associative model      d) All of the above
8. The target set for a fixed period for any sales executive is called as \_\_\_\_\_.  
a) Sales territory      b) Activity quota      c) Sales margin      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 involves \_\_\_\_\_.  
a) high level motivation      b) event management  
c) good communication skills      d) door to door campaigns

**PART – B – (5 x 5 = 25 marks)**

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

11. a) Discuss the different types of salesman.  
(or)  
b) Write a short note on salesmanship.
12. a) Explain the significance of sales skills.  
(or)  
b) How do you get product knowledge?
13. a) What are the different types of sales aids?  
(or)  
b) Explain the purpose of market survey.
14. a) What are the benefits of sales forecasting?  
(or)  
b) Discuss the challenges in setting sales quotas.
15. a) Briefly explain the sales management process.  
(or)  
b) Why is sales territory important?

**PART – C – (5 x 8 = 40 marks)**

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

16. a) Explain the responsibilities of a salesman.  
(or)  
b) What are the essential qualities of an effective salesman?
17. a) Discuss the essentials of sales.  
(or)  
b) Explain the buying motives.
18. a) What are the objectives of demonstration in a sales presentation?  
(or)  
b) How can technology be used in sales?
19. a) State the advantages and disadvantages of Sales forecasting.  
(or)  
b) Describe the different types of sales quota.
20. a) Explain the sales decision making process.  
(or)  
b) Enumerate the skills needed to be an effective telemarketer.