

Roll No.....

Total No. of Questions—15]

[Total No. of Printed Pages—4

KH2RO9

8349

SALESMANSHIP

Maximum Marks—75

PAPER—A

Time Allowed—3 Hours

(Long Answer Type Questions)

1. What is Salesmanship ?

Or

Discuss Salesmanship as an Art.

5

2. Explain the important types of Manufacturer's Salesman.

Or

Define Retailer's Salesman.

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3. Define an Agent. Name important types of Agents.

Or

Write a note on Self-employed Salesman.

5

4. Explain the different sources of Recruitment of a Salesman.

Or

What do you mean by Sales Training ?

5

P. T. O.

5. Name different methods of Remuneration of a Salesman and explain any one.

Or

Briefly describe some Non-financial incentives to enhance the motivation of Salesmen. 5

(Short Answer Type Questions)

6. Explain briefly the Modern concept of Salesmanship. 3
7. "Salesmanship is winning the buyer's confidence." Explain. 3
8. Name physical qualities of a Salesman. 3
9. What are the Social qualities of a Salesman ? 3
10. Define Travelling Salesman. 3
11. Who is a Wage Employed Salesman ? 3
12. What do you mean by Selection of Salesman ? 3
13. Explain any three principles of a Sound Remuneration Plan. 3

(Very Short Answer Type Questions)

14. The following very short answer type questions of two marks, each may be answered in a few sentences or as required.
- (a) Define Salesmanship as a Career. 2
- (b) Name any two Mental qualities of a Salesman. 2
- (c) Mention any two character qualities of a Salesman. 2
- (d) Define Wholesaler's Salesman. 2
- (e) Name any two steps involved in the Selection process of a Salesman. 2
- (f) What is a Sound Selection policy ? 2

(iv) House to house Salesmen are also known as

- A. Pedlar
- B. Hawker
- C. Both the above
- D. None of the above.

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(v) Development of Salesforce means

- A. Proper training
- B. Increase in ability
- C. Promotion
- D. All of the above.

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(vi) In straight salary method, remuneration is fixed on the basis of

- A. Sales
- B. Profit
- C. Output
- D. Time.

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