



THE AMERICAN COLLEGE, MADURAI

(An Autonomous Institution Affiliated to Madurai Kamaraj University)

Re-accredited (2nd Cycle) by NAAC with Grade "A", CGPA – 3.46 on a 4-point scale

Backlog Arrear Examination, March 2021

COM 3222/CMC 1209/2221

SALESMANSHIP

MARKS: 60

Duration: 2 Hrs.

Answer any FOUR of the following:

(4 x 15 = 60)

1. Describe the various types of salesmen on the basis of the type of organisation.
2. Classify customers on the basis of Temperament.
3. Explain the origin and evolution of salesmanship.
4. Enumerate on the Product motives.
5. List down the key differences between advertising and publicity.
6. Describe the types of advertising.
