

BharatiVidyapeeth
(Deemed to be University), Pune
School of Distance Education

Assignment No:	1	Name of the Assignment Setter:-	SACHIN S. SHINDE		
Course:-	2018	Class:-	S.Y. B.COM	Semester:-	III

Subject:-	Marketing-III (C331)
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Q1) Attempt ANY ONE of the Following (1000 Words) (10)

- A. Define salesmanship. What are the features of the salesmanship?
- B. What is the role played by salesman in modern customer oriented market.

Q2) Attempt ANY TWO of the Following (800 Words) (10)

- A. What are the different characteristics of a good prospect?
- B. What is counter salesmanship? Explain the features of it
- C. Personal selling is narrow concept than salesmanship
- D. Why is it important for a salesman to have knowledge about customers?

Q3) Write Short Notes on (ANY TWO). (10)

- A. Psychology of salesmanship
- B. Importance of prospecting
- C. Demographic environment
- D. Undetermined customer