

Total No. of Questions : 4]

SEAT No. :

PB-1371

[Total No. of Pages : 2

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**SALES MANAGEMENT**

**355B Voc: Advertising, sales promotion & sales management -I  
(Semester-V) (CBCS) (2019 Pattern) (Paper V)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Figures to right indicate full marks.*

**Q1) A) Fill in the blanks**

**[5]**

- 1) Marketing and \_\_\_\_\_ Are closely related.
  - a) product knowledge
  - b) Sales Management
  - c) MBA Degree
  - d) Communication
- 2) Effective sales planning is the prime responsibility of \_\_\_\_\_.
  - a) CEO
  - b) Cost Manager
  - c) Sales Manager
  - d) Marketing manager
- 3) Most organisations used their sales force to reach \_\_\_\_\_.
  - a) Customers
  - b) Traders
  - c) competitors
  - d) sales
- 4) Following is the not part of sales management.
  - a) Task Allocation
  - b) Motivation
  - c) Performance appraisal
  - d) CPM
- 5) It is basic objectives of sales management.
  - a) To Capture market
  - b) Advertise
  - c) communicate
  - d) Finance

**P.T.O.**

**B) Match the pairs**

**[5]**

- |   |                          |
|---|--------------------------|
| a) Process of organisation of sales efforts | 1) Source of recruitment |
| b) Advertisement in newspaper               | 2) setting objectives    |
| c) Sales Planning                           | 3) motivation            |
| d) Written test                             | 4) sales management      |
| e) Fair pay packet                          | 5) Selection process     |

**Q2) Write short note on ( any 2)**

**[10]**

- a) Importance of sales planning
- b) External sources of recruitment
- c) Methods of motivation to sales persons
- d) Challenges before sales manger

**Q3) Answer the following ( any 4)**

**[20]**

- a) Internal Sources of recruitment
- b) Scope of Sales Management
- c) Sales Control
- d) Process of Sales planning
- e) Selection of salespersons
- f) Methods of sales training

**Q4) Answer the following ( any 1)**

**[10]**

- a) What do you mean by Sales Management? Explain Need and importance of sales management.
- b) What do you mean by Training? Write detail note on training of salespersons.

