

[6224]-531

T.Y.B.com.

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]

P.T.Q.

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.

