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**T. Y. B. Com. (Vocational)
SALES MANAGEMENT**

**355 - (B) :Advertising, Sales Promotion & Sales
Management - I**

(CBCS) (2019 Pattern) (Semester - V) (Paper V)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

1) All questions are compulsory.

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 manager

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 in current scenario.
- b) Write detail note on training and motivation to salespersons.

