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SEAT No. :

PC-1066

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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.

