

Total No. of Questions : 4]

SEAT No. :

PD952

[Total No. of Pages : 2

[6439]-231

T.Y. B.Com. (Vocational)

355 B VOC : ADVERTISING, SALES PROMOTION &

SALES MANAGEMENT-I

(Sales Management)

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) A) Fill in the blanks.

[5]

- a) Marketing and _____ are closely related.
 - i) Product knowledge
 - ii) Sales Management
 - iii) MBA Degree
 - iv) Communication
- b) Effective sales planning is the prime responsibility of _____.
 - i) CEO
 - ii) Cost Manager
 - iii) Sales Manager
 - iv) Marketing Manager
- c) Most organisations used their sales force to reach.
 - i) Customers
 - ii) Traders
 - iii) Competitors
 - iv) Sales
- d) Following is the not part of sales management.
 - i) Task Allocation
 - ii) Motivation
 - iii) Performance appraisal
 - iv) CPM
- e) It is basic objectives of sales management.
 - i) To Capture Market
 - ii) Advertise
 - iii) Communicate
 - iv) Finance

P.T.O.

B) Match the pairs. [5]

- | | |
|---|--------------------------|
| a) Process of organisation of sales Efforts | i) Source of recruitment |
| b) Advertisement in newspaper | ii) Setting objectives |
| c) Sales Planning | iii) Motivation |
| d) Written test | iv) Sales management |
| e) Fair pay packet | v) 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.

