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SEAT No. :

**PD952**

[Total No. of Pages : 2

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**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.

