Total No. of Questions : 4]

SEAT No. :

PE-1105

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T.Y. B.Com
SALES MANAGEMENT
355-B-Voc : Advertising, Sales Promotion & Sales Management - I
(2019 Pattern) (CBCS) (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]**

i) It involves Planning and co-ordination of sales efforts.

a) Product distribution b) Sales Management

c) Marketing d) Labelling

ii) Providing Motivation to sales force is the prime responsibility of _____

a) CEO b) Finance Manager

c) Sales Manager d) Marketing Manager

iii) Most organisations used their sales force to reach _____

a) Customers b) Traders

c) Competitors d) Sales

iv) Following is the not part of sales management.

a) Recruitment b) Motivation

c) Performance appraisal d) Exit interview

v) It is basic objectives of sales management.

a) To maintain sales b) Advertise

c) Communicate d) Finance

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B) Match the Pairs : **[5]**

i)	Process of organisation of sales efforts	a)	Source of recruitment
ii)	Advertisement in newspaper	b)	setting objectives
iii)	Sales Planning	c)	motivation
iv)	Written test	d)	sales management
v)	Fair pay packet	e)	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) Methods of training of salesman

b) Steps in sales Control

c) Need of sales planning

d) Selection process of sales person

e) Identification of salesforce

f) Role of sales manager

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.

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