

Total No. of Questions : 4]

SEAT No. :

PC-1097

[Total No. of Pages : 2

[6315] - 431

T. Y. B. Com (Vocational)

SALES MANAGEMENT

Advertising, Sales Promotion & Sales Management - I  
(CBCS 2019 Pattern) (Semester - VI) (Paper V) (365 B Voc)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Fill in the Blanks :

[5]

- i) \_\_\_\_\_ is most important quality of effective sales manager
  - a) Product knowledge
  - b) Positive attitude
  - c) Product development
  - d) Good personality
- ii) Looking after training is the prime responsibility of \_\_\_\_\_
  - a) CEO
  - b) Cost Manager
  - c) Sales Manager
  - d) Marketing manager
- iii) In SWOT analysis 'S' stands for
  - a) Sensitive
  - b) Strength
  - c) Spare
  - d) Speed
- iv) It is process of interacting with customers.
  - a) Branding
  - b) Packaging
  - c) CRM
  - d) CPM
- v) \_\_\_\_\_ is the performance expectation that salesman must achieve during given time.
  - a) Sales Budget
  - b) Sales Quota
  - c) Sales report
  - d) Sales manual

P.T.O.

B) Match the pairs : [5]

- |                    |                                   |
|--------------------|-----------------------------------|
| a) CRM             | 1) Analysis of sales              |
| b) Motivation      | 2) Set of strategies              |
| c) Sales Planning  | 3) Geographical area              |
| d) Sales Territory | 4) Quality of sales manager       |
| e) Sales audit     | 5) seller – customer relationship |

**Q2) Write short note on ( any 2)** [10]

- a) Sales Audit
- b) Sales promotion
- c) Sales Manager
- d) Ethical selling

**Q3) Answer the following ( any 4)** [20]

- a) Importance of CRM
- b) Corporate Social responsibility
- c) Sales Quota and Sales territory
- d) Sales Audit
- e) Importance of Physical distribution of Goods
- f) Need of Warehousing

**Q4) Answer the following ( any 1)** [10]

- a) Explain in detail functions and responsibilities of sales manager.
- b) State and explain required qualities of sales manager

