

[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

