Total No. of Questions : 4]

SEAT No. :

PE-1134

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[6525]-631
T.Y. B.Com.(Vocational)
SALES MANAGEMENT
365 BVoc : Advertising, Sales Promotion & Sales Management - I
(2019 Pattern) (CBCS) (Semester - VI) (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) _____ is an analysis of a company's sales strategy and history.

a) Product knowledge b) Sales Audit

c) Sales report d) good personality of salesman.

ii) Looking after _____ is the prime responsibility of Sales Manager

a) CEO b) Cost

c) Training d) Marketing manager

iii) In SWOT analysis 'T' stands for

a) Time b) Thoughts

c) Threats d) Things

iv) It is process of connecting existing and future customers.

a) Branding b) Packaging

c) CRM d) CPM

v) _____is a comprehensive report of company's sales activities for specific time.

a) Sales Budget b) Sales Quota

c) Sales Report d) Sales manual

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

i)	CRM	a)	Analysis of sales
ii)	Initiative	b)	Set of strategies
iii)	Sales Planning	c)	Geographical area
iv)	Sales Territory	d)	Quality of sales manager
v)	Sales audit	e)	Improves seller - customer relationship

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

a) Sales Quota and sales Territory

b) Online Sales Promotion

c) Sales Audit

d) Marketing as career

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

a) CRM an effective tool of marketing

b) Ethical Issues in Sales Management

c) Effective Transportation in Distribution of Goods

d) Need of Modern Sales Management

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. Also mention need manager in modern marketing.

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