

Duration: 3 hrs

Max.Marks:100

N.B.: (1) All questions are compulsory

(2) All questions carry equal marks

Q.1. A) Choose the correct answer from the options given below (any ten) (10)

- 1 \_\_\_\_\_ is a non-paid form and non-personal presentation of goods and services. (a)Advertising (b) Sales Promotion (c) Publicity
- 2 The art of managing the activities of the Sales Staff is done by the \_\_\_\_\_. (a)Salesman (b) Field Sales Manager (c)Agent
- 3 In case of personal selling salesman are \_\_\_\_\_ due to lack of response by the customer. (a)Motivated (b) De-motivated (c) Reluctant
- 4 \_\_\_\_\_ is simply a diagram of formal authority relations. (a)formal organization (b) informal organization (c) organization chart
- 5 Well defined organization structure with well defined authority and responsibility is a \_\_\_\_\_ structure.(a)formal (b) informal (c) line
- 6 High price will lead to \_\_\_\_\_ the sales. (a)Reducing (b) Decreasing (c) Striking
- 7 Product \_\_\_\_\_ refers to the number of different products the organization offers. (a) Width (b) length (c) Depth
- 8 \_\_\_\_\_ refers to fitting the right person at the right place of work. (a)Recruitment (b) Selection (c) Placement
- 9 \_\_\_\_\_ is a systematic description of employee's job relevant to strengths and weaknesses. (a)Placement (b) Induction (c) Performance appraisal
- 10 \_\_\_\_\_ effect influence the rater's consideration of one positive factor to rate the employee. (a)horn (b) halo (c) spillover
- 11 Remuneration plan should be except \_\_\_\_\_. (a)flexible (b) economical (c) intangible)
- 12 Salaries, wages, commission are \_\_\_\_\_. (a)Monetary factor (b) Non monetary factor (c)Both of these

Q.1. B) State whether the following statements are true or false: (Any ten) (10)

- 1 Sales management does not manage the sales force.
- 2 Salesmanship and personal selling are the same.
- 3 High cost of personal selling is one of the limitations of personal selling.
- 4 Matrix is the oldest type of organization.
- 5 Macro environment are the factors affecting the entire industry.
- 6 Broader the span of control better will be the control over the employees.
- 7 Marketing Research is a function of marketing.
- 8 Consumer behaviour is unpredictable.

- 9 Logistics is an element of promotion mix.
- 10 Performance appraisal means appraisal of a particular job.
- 11 Evaluating sales force is simple and can be done by anyone.
- 12 Training hinders innovation in an organisation

Q.2. Answer any two of the following : (15)

- a) Discuss the functions of Sales Management.
- b) Define Advertising and explain its features.
- c) Explain the role of Sales manager in marketing.

Q.3. Answer any two of the following : (15)

- a) State and explain the steps involved in setting up a sales organization.
- b) Explain the importance of a sound sales structure.
- c) Explain the steps involved in developing an effective sales Organization.

Q.4. Answer any two of the following : (15)

- a) Explain the various channels of distribution.
- b) Explain the components of an effective Price mix
- c) What do you mean by sales policies. Explain its types.

Q.5. Answer any two of the following : (15)

- a) Discuss the role of performance appraisal of Sales force.
- b) Explain the off- -the -job methods of training sales force.
- c) Discuss the monetary and non monetary tools of motivation.

Q.6. Write short notes on: (Any four) (20)

- 1 Compensation
- 2 Distribution policy
- 3 Branding
- 4 Process of selection of Sales force
- 5 Selling v/s Marketing
- 6 Skills required by a salesman.

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