

Total No. of Questions : 4]

SEAT No. :

PB-1406

[Total No. of Pages : 2

[6224]-631

T.Y. B.Com. (Vocational)

**365(B) : 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 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) Time management
 - d) Threats
- 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]

- | | |
|---------------------|--|
| 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 Manual
- b) Online sales promotion
- c) Sales Audit
- d) Ethics in selling

Q3) Answer the following (any 4) :

[20]

- a) CRM an effective tool of marketing
- b) CSR need of an hour
- c) Sales Quota and Sales territory
- d) Sales Territory
- 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.

