

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.

