

Total No. of Questions : 4]

SEAT No. :

**PD981**

[Total No. of Pages : 2

**[6439]-331**

**T.Y. B.Com.**

**(Vocational Course)**

**365 B VOC: ADVERTISING, SALES PROMOTION & SALES  
MANAGEMENT-I**

**( 2019 Pattern) (Semester - VI) (Paper V)**

*Time : 2 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 motivation of sales force is the prime responsibility of \_\_\_\_\_.
  - a) CEO
  - b) Cost manager
  - c) Sales manager
  - d) Marketing manager
- iii) In SWOT analysis 'W' stands for
  - a) Work
  - b) Worth
  - c) Width
  - d) Weakness
- iv) It is prime duty of \_\_\_\_\_ to collaborates with customer to satisfy demand.
  - a) Sales person
  - b) Marketing Team
  - 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) Positive attitude | 2) Set of strategies                     |
| c) Sales planning    | 3) Geographical area                     |
| d) Sales Territory   | 4) Quality of sales manager              |
| e) Sales audit       | 5) Improves seller-customer relationship |

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

- a) Sales Report by Sales Person.
- b) Online sales promotion.
- c) Ethics in sales management.
- d) Criterion for selection of transportation for Goods.

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

- a) Qualities of sales manager.
- b) CSR need of an hour.
- 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 modern sales manager.
- b) Write a detail note on Customer Relationship management (CRM) with examples.

