

[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

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.

