

- Q.26 What do you mean by Sales Forecasting?
 Q.27 Explain the types of quotes?
 Q.28 Explain the importance of Sales Planning?
 Q.29 What are the functions of Sales Management?
 Q.30 Explain the analysis of Sales Volume?
 Q.31 What are the functions of Sales Management?
 Q.32 Explain the control process?
 Q.33 What is the difference between Sales and Marketing?
 Q.34 Explain how to determine the size of Sales force?
 Q.35 What is the impact of IT in Sales Management?

SECTION-D

Note: Long answer type questions. Attempt any Two question out of three questions. (2x10=20)

- Q.36 Explain the need and the procedure for setting up Sales Territory?
 Q.37 What do you mean by Sales Organization? Explain the structures of Sales Organization?
 Q.38 What do you mean by Sales Planning? Describe the process of sales planning?

No. of Printed Pages : 4
 Roll No.....

186742-M/126742M/
 73336/10675-M

4th Sem / DBM Subject : Sales Management

Time : 3 Hrs.

M.M. : 100

SECTION-A

Note : Multiple choice types questions. All questions are compulsory. (10x1=10)

- Q.1 _____ refers to the administration of the personal selling component of a company's marketing program.
 a) Sales Management
 b) Distribution Management
 c) Promotion Management
 d) Marketing Management
- Q.2 In Sales Management, SFA system stands for _____.
 a) Sales Force Activation
 b) Sales Force Automation
 c) Sales Factor Automation
 d) Sales Force Achievement
- Q.3 _____ is the provider of goods or services.
 a) The Supplier b) The Buyer
 c) The Seller d) The Consumer
- Q.4 Personal selling is used extensively in _____.
 a) Simple and less technical products.
 b) Complex and non-technical products.

- c) Complex and highly technical products
d) Simple & highly technical products
- Q.5 Personal selling has _____.
a) One way communication
b) Two way communication
c) Indirect communication
d) Direct communication
- Q.6 Communicate the high value of services over the competition is a part of
a) Communication
b) Influence and persuasion
c) Negotiation
d) Prioritizing and goal setting
- Q.7 _____ is the provider of goods or services.
a) The Supplier b) The Buyer
c) The seller d) The consumer
- Q.8 Sale has _____ function in an organization.
a) Only loss generating
b) Only revenue generating
c) Both loss as well as revenue generating
d) Neither loss nor revenue generating
- Q.9 Even prior to the introduction of money, people used to exchange good in order to fulfil the needs, which is known as the _____.
a) Charter system b) Marketing Myopia
c) Barter System d) Bargain System
- Q.10 In Sales Management, ERP stands for _____.
a) Enterprise Research Planning

- b) Enterprise Resource Process
c) Enterprise Resource Planning
d) Enterprise Resale Planning

SECTION-B

Note: Objective type questions. All questions are compulsory. (10x1=10)

- Q.11 Write any one importance of Sales Planning?
Q.12 Give any one feature of Recruitment?
Q.13 Write any one feature of selection?
Q.14 Write any one objective of Sales Management?
Q.15 Write any one principle of Sales organization?
Q.16 Give any one feature of Sales Planning?
Q.17 Write any one function of Sales Management?
Q.18 Write any one need of Sales Planning?
Q.19 Write any one feature of Sales Budgeting?
Q.20 Give any one importance of Quota Management?

SECTION-C

Note: Short answer type questions. Attempt any Twelve question put of fifteen questions. (12x5=60)

- Q.21 Explain the importance of Sales Planning?
Q.22 Explain Compensation in detail?
Q.23 Explain AIDAS theory of Selling?
Q.24 What do you understand by Recruitment?
Q.25 Explain the functions and qualities of Sales Management?