

- Q.23 What is Selection? How it proceeds.
- Q.24 Differentiate Sales and Marketing.
- Q.25 What is process of Sales Planning.
- Q.26 Define Sales management which it's nature.
- Q.27 What is personal selling? How it is important.
- Q.28 Which factors affects Sales force size.
- Q.29 What is role of IT in Sales Management?
- Q.30 Write the process of Sales Planning.
- Q.31 Write a note on Sales Budgeting.
- Q.32 Write the methods of training.
- Q.33 Write a note on Control process of Sales management
- Q.34 How Sales force can be motivated for performance improvement?
- Q.35 Write a note on Sales Organization structure

#### SECTION-D

- Note:** Long answer type questions. Attempt any two questions out of three questions. (2x10=20)
- Q.36 What is AIDA theory? Write a note.
  - Q.37 Which duties a Sales Manager performs? Also write his/her function in an organization.
  - Q.38 Discuss the role of Marketing Manager and Sales Manager for an organization.

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**4th Sem / Branch : DBM, DBM (IPM)**

**Subject:- Sales Management**

Time : 3Hrs.

M.M. : 100

#### SECTION-A

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

- Q.1 Which among the following is an example of trade promotion
  - a) Coupons
  - b) Samples
  - c) Push money
  - d) None of these
- Q.2 The specific career within a medium is called
  - a) Media carrier
  - b) Media Bus
  - c) Media van
  - d) Media vehicle
- Q.3 \_\_\_\_\_ is direct communications with carefully targeted individual consumers to obtain an immediate response
  - a) Personal selling
  - b) Public relations
  - c) Direct marketing
  - d) Sales promotion
- Q.4 From the economic system's point of view, the role of marketing intermediaries is to transform:
  - a) raw products into finished products
  - b) consumer needs into producer needs
  - c) consumer needs and wants into product desires
  - d) assortments of products made by producers into the assortments wanted by consumers
- Q.5 When the manufacturer establishes two or more channels catering to the same market, then .....occurs
  - a) Vertical channel conflict

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- b) Horizontal channel conflict
  - c) Multi channel conflict
  - d) None of the above
- Q.6 Using manufacturer's representatives or sales branches is usually a characteristic of which of the following channel forms?
- a) Business marketing channels
  - b) Customer marketing channels
  - c) Service marketing channels
  - d) Direct marketing channels
- Q.7 Transporting and sorting goods is part of which of the following marketing channel functions?
- a) negotiation                      b) physical distribution
  - c) contact                              d) matching
- Q.8 What is the full form of CIS
- a) Channel information system
  - b) Channel induced system
  - c) Channel information system
  - d) Channel incorporated system
- Q.9 What is the full form of VMS?
- a) Velocity moving system
  - b) Vertical marketing system
  - c) Vertical moving system
  - d) Very moveable system
- Q.10 Who sells the customers?
- a) Semi wholesalers      b) Wholesalers
  - c) Retailer                      d) Distributor

#### SECTION-B

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

- Q.11 Conduct market analysis is not a function of ad agency?
- a) True                                      b) False

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- Q.12 The best promotional tool in any marketing is word of mouth publicity
- a) True                                      b) False
- Q.13 The best promotional tool in any marketing is Push promotion
- a) True                                      b) False
- Q.14 Advertisement aims at product selling
- a) True                                      b) False
- Q.15 Advertisement aims at marketing
- a) True                                      b) False
- Q.16 Promotion mix includes Sales Promotion, Personal Selling, Advertising and Publicity.
- a) True                                      b) False
- Q.17 Push strategy is a promotion strategy that calls for using the sales force and trade promotion to move the product through channels.
- a) True                                      b) False
- Q.18 Discount coupon is irregular in nature
- a) True                                      b) False
- Q.19 Advertising for washing powder is not allowed
- a) True                                      b) False
- Q.20 Advertisement provides information regarding product, or idea in non-personal forms, as no face to face contact is involved between marketer and retailer.
- a) True                                      b) False

#### SECTION-C

**Note:** Short answer type questions. Attempt any twelve questions out of fifteen questions. (12x5=60)

- Q.21 Write a note on principle and purpose of sales Organization.
- Q.22 Write a note on Recruitment process.

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