

- Q.23 What is Qualitative planning of sales force? Explain in detail.
 - Q.24 What do you understand by analysis of sales volume? Explain in detail.
 - Q.25 Explain the relationship between sales management and marketing management.
 - Q.26 Explain the functions of sales organization.
 - Q.27 Write down the scope of direct marketing.
 - Q.28 Explain consumer oriented techniques of selling.
 - Q.29 How do you determine the size of sales force? Explain in detail.
 - Q.30 Write a short note on procedure of setting up of sales territories.
 - Q.31 Write a short note on sales budgeting.
 - Q.32 Write a short note on principles of sales organisation.
 - Q.33 Write a short note on Impact of IT on sales management.
 - Q.34 Write a short note on motivation of sales force.
 - Q.35 Write a short note on functions of a sales manager.

SECTION-D

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

- Q.36 Define salesmanship. Write down the scope and importance of salesmanship.

Q.37 Define sales Management. Explain various methods of sales forecasting.

Q.38 What do you understand by sales quota? Explain various types of sales quotas in detail.

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4th Sem / 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 The exchange of goods or services against money is known as ?
a) Distribution b) Place
c) Sales d) None

Q.2 Sales 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.3 The oral presentation of a company's products or services to one or more prospective purchasers for the purpose of making a sale is known as _____.
a) Sales planning
b) Personal selling
c) Sales & distribution management
d) Oral selling

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) Simply & highly technical products

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- Q.5 Personal selling has _____.
 a) One way communication
 b) Two way communication
 c) Indirect communication
 d) Direct communication
- Q.6 The ultimate objective of personal selling is to _____.
 a) increase the sales volumes
 b) increase of sales revenue
 c) increase the number of distribution channels to gain corporate clients
 d) All of the above
- Q.7 _____ is a distribution system that uses middlemen i.e. wholesalers and retailers to reach the ultimate buyer.
 a) Direct distribution
 b) Indirect distribution
 c) Exclusive distribution
 d) Intensive distribution
- Q.8 _____ is a distribution strategy that strives to have the firm represented in the maximum number of outlets.
 a) Direct distribution
 b) Indirect distribution
 c) Exclusive distribution
 d) Intensive distribution
- Q.9 _____ is a distribution system that involves territorial protection for authorized dealers.
 a) Direct distribution
 b) Indirect distribution
 c) Exclusive distribution
 d) None of the above
- Q.10 What is the full form of VMS?
 a) Velocity Moving System
 b) Vertical Marketing System
 c) Vertical Moving System
 d) Very Moveable System

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SECTION-B

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

- Q.11 Prospecting is searching and identifying potential buyers for a product. (True/False)
- Q.12 Members of the marketing channel system perform negotiation function. (True/False)
- Q.13 Wholesaling involves all the activities involved in selling goods and services to those buying for resale or business use. (True/False)
- Q.14 Barter system involves money. (True/False)
- Q.15 Good communication is not an essential quality of a sales person. (True/False)
- Q.16 Sales forecasting involves the weather forecast when the sales people are in the field. (True/False)
- Q.17 IT has insignificant impact on sales management. (True/False)
- Q.18 In AIDAS, 'I' stands for internal. (True/False)
- Q.19 Staff is a type of sales organisation structure. (True/False)
- Q.20 Evaluation of sales performance is an important function of sales manager. (True/False)

SECTION-C

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

- Q.21 What are various types of sales organization structure? Explain each in brief.
- Q.22 What do you mean by personal selling? Explain in detail.

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