

- 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.

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

Subject:- Sales Management

Time : 3Hrs. M.M. : 100

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, thenoccurs
a) Vertical channel conflict

- 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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