

- Q.27 Write a detail note on importance of personal selling in contemporary market.

Q.28 What is the importance of sales planning in today's business environment? Explain.

Q.29 What are the purpose of setting up of sales organisation? Explain in detail.

Q.30 Write a short note on need for setting up of sales territories.

Q.31 What do you understand by sales budgeting? Explain in detail.

Q.32 Write a short note on principles of setting up of sales organisation.

Q.33 Write a short note on objectives of sales management.

Q.34 What do you understand by motivation of sales force? Explain in detail.

Q.35 Write a short note on qualities of a sales manager.

Section-D

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

- Q.36 What do you understand by sales force performance? How do you evaluate the sales force performance? Explain in detail.

Q.37 What do you mean by sales territory? Explain in detail the procedure for setting up sales territories.

Q.38 What do you understand by sales force? Explain in detail the procedure of determination of size of sales force.

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Time : 3 Hrs. M.M. : 100

SECTION-A

Note: Multiple type Questions. All Questions are compulsory. (10x1=10)

- Q.1 Personal selling means?

 - a) Sale of a person b) Sale of services
 - c) Direct Sale in person d) None

Q.2 Wholesaler is the one who buy goods for.

 - a) Reselling b) Assembling
 - c) Self-Consumption d) All the above

Q.3 Retailor work as link between

 - a) Producer & Consumer
 - b) Govt. & Customer
 - c) Producer & Reseller
 - d) None of the above

Q.4 The oral presentation of a company's products to many prospective buyers for the purpose of selling is known as _____.

 - a) Retail management
 - b) Personal selling
 - c) Distribution Management
 - d) All the above

- Q.5 Personal selling is less effective in _____.
a) Engineering goods
b) FMCG
c) Complex and highly technical products
d) All the above

Q.6 Sale forecasting is estimation of sales in _____.
a) Past b) Present
c) Future d) All the above

Q.7 _____ is one of the objectives of sales manager
a) Increase in the sales volumes
b) Increase of sales revenue
c) Both A & B
d) None of the above

Q.8 In AIDAS the letter 'A' stands for _____.
a) Acquisition b) Asset
c) Attract d) Attention

Q.9 _____ 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.10 _____ is a type of sales organisation structure.
a) Staff b) Line
c) Both A & B d) None of the above

Section-B

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

- Q.11 Sales is the exchange of goods or services against money. True/False

- Q.12 Retailor perform negotiation function. True/False
 - Q.13 Wholesaling involves all the activities involved in selling goods and services to those buying for resale. True/False
 - Q.14 Personal selling does not involve face to face communication. True/False
 - Q.15 Personal selling is one way communication. True/False
 - Q.16 Communication is not an essential quality of a sales manager. True/False
 - Q.17 Sales force opinion is a method of sales forecasting. True/False
 - Q.18 Information technology have insignificant impact on sales management. True/False
 - Q.19 Exclusive distribution system provides territorial protection to authorised dealers. True/False
 - Q.20 In AIDAS, 'S' stands for 'sale'. True/False

Section-C

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

- Q.21 What is the process of setting up of a sales organization? Explain in detail.

Q.22 What is the process of personal selling? Explain in detail.

Q.23 What are various techniques of selling? Explain in detail.

Q.24 What do you understand by AIDAS theory of selling? Explain in detail.

Q.25 Write a comparative statement between sales management and marketing management.

Q.26 Explain in detail the process of sales planning.