

- 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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4th Sem./ Branch : DBM, DBM(IPM)
Subject : Sales Management

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 Retailer 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 of 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.

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