

- 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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