

- (c) Informal authority to control & advise
- (d) Assumed authority to control & recommend
- (v) Product Organization is:
 - (a) Based on customer profile
 - (b) Based on type of product
 - (c) Based on geographic territory
 - (d) Based on management
- (vi) Concept of SMART is used for:
 - (a) Developing advertising plan for product
 - (b) Developing an efficient quota setting
 - (c) Developing a sales training programme
 - (d) Developing an efficient sales organization
- (vii) Incentives are the part if:
 - (a) Sales force compensation
 - (b) Sales force recruitment
 - (c) Sales force training
 - (d) Sales force induction
- (viii) Sales man productivity is:
 - (a) Total calls divided by total sales
 - (b) Productive calls divided by total sales
 - (c) Productive calls divided by total calls
 - (d) Total calls divided by productive calls

Section-'B' (Short Answer Type Questions)

Note: Attempt any three questions. All question carry equal marks.

2. What is the difference between selling and marketing?
3. Differentiate between institutional selling and retail selling.
4. Explain the selling process.
5. What factors influence the design of sales organization?
6. What problem does a manager face while fixing sales quota?

Section-'C' (Long Answer Type Questions)

Note: Attempt any three questions. All question carry equal mark.

7. What is performance appraisal? What are various criteria used for performance evaluation of sales people? Give example.
8. Explain the following terms: (a) Relational Selling, (b) Personal selling, (c) Sales Promotion, (d) Cross Selling

9. Why has telemarketing got so much popularity in modern selling? What kinds of organization are better suited for telemarketing.
10. Distinguish between on-the-job and Off-the-job training. What are the advantage and disadvantages of each of these approaches.
11. "Modern Sales people are more concerned about what they received than what they give to the enterprise". Do you agree with above proposition? Explain with reasons your view on this issue.

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Note: Attempt all the questions.

Section-'A' (Objective Type Questions)

Note: Attempt any five questions. All question carry equal marks.

1. Choose the correct answer:

- (i) Selling Concept focuses on:
 - (a) Wide availability
 - (b) Product attribute
 - (c) Value proposition
 - (d) Persuasion of customer
- (ii) Prospecting is:
 - (a) Customer Promotion
 - (b) Servicing to customer
 - (c) Process of collecting customer data
 - (d) Objective handling of customer
- (iii) Delphi technique is use for:
 - (a) Controlling the states
 - (b) Promoting the product
 - (c) Developing sales promotion
 - (d) Sales forecasting
- (iv) Line authority is:
 - (a) Formal authority to direct & control
 - (b) Advisory authority to advise & recommend