

onlineBU.com**Note :** Attempt any five questions.

1. Choose the correct answer.
 - (i) The basic objective of sales management are:
 - (a) Sales Maximisation (b) Market Research
 - (c) Sales Promotion (d) None of these
 - (ii) Why a company recruit the sales person:
 - (a) To fill the gaps created
 - (b) To meet the requirement of expansion
 - (c) None of these
 - (d) A & B both
 - (iii) Sales organisation is the frame work of relations wherein the function related with profitable sales are planned
True/False
 - (iv) Sensitivity training method is a type of :
 - (a) Motivational learning method
 - (b) Participative learning method
 - (c) Emotional learning method
 - (d) None of these
 - (v) Customer opinion of salesman is a type of performance Appraisal method.
(True/False)

onlineBU.com**onlineBU.com****Section-'B' (Short Answer Type Questions)****Note:** Attempt any three of the following. Each question carries 3 marks.

2. What do you mean by Sales-Management? Explain its fundamental objectives.
3. Define the exact connotation of phrase "Sales Manager". How do you classify them.
4. What do you mean by compensation & fringe benefits?
5. What is sales quota? Why sales quotas are fixed?

Section-'C' (Long Answer Type Questions)**Note:** Attempt any three of the following. Each question carries 7 marks.

6. "Right man for right place" is the basic philosophy of section. Do you agree with this statement? Support with its importance.
7. Write a detail note on development of sales strategy.
8. What is sales motivation? What methods do you suggest to get best results?
9. Describe and 02 methods of control, from given choice.
 - (a) Qualitative methods of control.
 - (b) Quantitative methods of control.
 - (c) Sales supervision and control.
10. Write detail note on:
 - (a) Sales Budgeting, (b) Sales Purchasing, (c) Sales forecasting

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