

नोट- सभी प्रश्नों के उत्तर दीजिए।

Note- Attempt all the questions.

onlineBU.com

### Section-A (Objective Type Questions)

Note- Attempt any five questions.

Q.I Choose the correct answer :

- (i) A design program is a part of :  
 (a) Sales training (b) Sales strategy  
 (c) Evaluation of sales (d) Control of sales
- (ii) The budget that is usually the most difficult to forecast is the :  
 (a) Production budget (b) Expense budget  
 (c) Sales budget (d) Manufacturing overhead budget
- (iii) Field sales force is also called as :  
 (a) Inside sales force (b) Outside sales force  
 (c) Channel intermediaries (d) Nominal sales force
- (iv) Consumer promotion technique according to which seller sells two or three units of product at reduced price is classified as :  
 (a) Price packs (b) Cents off deals  
 (c) Advertising specialities (d) Both (a) and (b)
- (v) How does a company estimate sales :  
 (a) It examines past sales history of similar products  
 (b) It conducts market research of survey consumers  
 (c) It discusses manufacturing capacity with the plant manager  
 (d) Both (a) and (b)
- (vi) Course of sales and profits of a product over its whole life is called:  
 (a) Product life cycle (b) Customer life time value  
 (c) Product Management (d) Marketing Management
- (vii) Standard amount that must be sold by sales person of company's total product is classified as :  
 (a) Sales context (b) Expenses quota  
 (c) Production quota (d) Sales quota
- (viii) Market consisting on set of customers for which company wants to pursue its business is called :  
 (a) Penetrated Market (b) Potential Market  
 (c) Target Market (d) Available Market

### खण्ड-ब (लघु उत्तरीय प्रश्न)

नोट- किन्हीं तीन प्रश्नों के उत्तर दीजिए। प्रत्येक प्रश्न 3 अंकों के हैं।

Note- Attempt any three questions. Each question carry marks.

- Q.II ह्याट इज द डिफरेंस बिटवीन सेलिंग एंड मार्केटिंग?  
 What is the difference between selling and marketing?
- Q.III एक्सप्लेन द सेलिंग प्रोसेस।  
 Explain the selling process.
- Q.IV ह्याट इज द कंट्रोल आफ सेल्स?  
 What is the control of sales?
- Q.V ह्याट आर द स्ट्रेटेजीज टू मोटीवेशन आफ सेल्स फोर्सस?  
 What are the strategies to motivation of sales forces?
- Q.VI ह्याट प्रब्लम इज ए मैनेजर फेस ह्याइल फिक्शिंग सेल्स कोटा?  
 What problem does a manager face while fixing sales quota?

onlineBU.com

### खण्ड-स (दीर्घ उत्तरीय प्रश्न)

नोट- किन्हीं तीन प्रश्नों के उत्तर दीजिए। प्रत्येक प्रश्न 7 अंकों के हैं।

Note- Attempt any three questions. Each question carry 7 marks.

- Q.VII एक्सप्लेन द स्कोप एंड नेचर आफ सेल्स मैनेजमेन्ट।  
 Explain the scope and nature of sales management.
- Q.VIII ह्याट इज परफार्मेंस अप्रैसल? ह्याट आर वैरियस क्राइटेरियल यूज्ड फार परफार्मेंस इवैल्यूएशन आफ सेल पीपुल? गिव एकजाम्पल।  
 What is performance appraisal? What are various criterial used for performance evaluation of sale people? Give example.
- Q.IX ह्याट इज सेल्स मोटीवेशन? ह्याट मेथड्स इ यू सजेस्ट टू गेट बेस्ट रिजल्ट्स?  
 What is sales motivation? What methods do you suggest to get best results?
- Q.X एक्सप्लेन वैरियस इफेक्ट्स आफ सेल्स स्ट्रेटेजी।  
 Explain various effects of sales strategy.
- Q.XI डिसकस द टू प्रमोशन्स फार इच आफ द फालोइंग प्रोडक्ट्स दैट यू बुड रीकमेन्ड। गिव रीजन्स आलसो :  
 (अ) रेफ्रिजरेटर (ब) ब्यूटी पार्लर (स) काफी

onlineBU.com

Discuss the two promotions for each of the following products that you would recommend. Give reasons also :

- (a) Refrigerator (b) Beauty Parlour (c) Coffee