

SECTION-C

Note: Long answer type questions. Attempt any three questions. 3x10=30

- Q.3 Give the various functions and qualities of a sales manager.
- Q.4 Explain the merits and demerits of various methods of sales promotion.
- Q.5 Explain the ethical and social responsibility of sales executives.
- Q.6 What factors determine the structure of a sales organisation?
- Q.7 Discuss the different theories of selling.

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2nd Sem. / DBM (SRM)

Subject : Sales Promotion & Mgt.

Time : 3 Hrs.

M.M. : 100

SECTION-A

Note: Very Short Answer type questions. Attempt any 15 parts. (15x2=30)

- Q.1 a) AIDA stands for _____ ?
- b) Role play.
- c) What is sales resistance?
- d) Sales territories.
- e) What is 'sweep stages'.
- f) Define painted - displays.
- g) Define promotional mix.
- h) What is Psychological testing?

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- i) Define personal selling.
- j) Who is an Administrative sales manager?
- k) Coupons.
- l) What are exhibitions?
- m) Define selection.
- n) Define 'sales force organisation'.
- o) What is buying formula?
- p) What is advertising?
- q) Define prospecting.
- r) Name any 2 objectives of sales promotion.

- iii) What are consumer deals.
- iv) Need of promotional mix.
- v) Essentials of sales promotion.
- vi) External sources of recruitment.
- vii) Significance of sales organisation.
- viii) Note on 'Sky-Writing'.
- ix) What is Job Analysis?
- x) Steps in prospecting.
- xi) Strategy of sales promotion.
- xii) What are pertinent concepts in organisation theory?
- xiii) What is DAGMAR approach?
- xiv) Importance of consumer deals.
- xv) Need of Advertising.

SECTION-B

Note: Short answer type questions. Attempt any ten parts 10x4=40

- Q.2 i) Nature of sales management.
- ii) Various theories of selling.

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