

- Q.4 Explain the steps in setting up the sales organisation.
- Q.5 Explain the various selling techniques in detail.
- Q.6 Explain the various sources of recruitment of sales team.
- Q.7 What is personal selling? Explain its process and importance.

No. of Printed Pages : 4  
Roll No. ....

126742-M

**4<sup>th</sup> Sem. / DBM (DBM) (IPM)**

**Subject : Sales Management**

Time : 3 Hrs.

M.M. : 100

**SECTION-A**

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

- Q.1 a) What is personal selling?
- b) What is sales organisation?
- c) Name 2 principles of sales force motivation.
- d) What is sales audit?
- e) What is job-rotation?
- f) Define motivation?
- g) Who is a sales manager?
- h) Selection.
- i) Name 2 internal sources of recruitment.

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126742-M

(1)

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- j) Name 2 functions of a sales manager.
- k) CVP stands for \_\_\_\_\_.
- l) What is sales quota?
- m) Define controlling.
- n) What is direct sales environment?
- o) AIDA stands for \_\_\_\_\_.
- p) Sales & marketing are 2 sides of same coin.  
(True/False)
- q) What is sales management?
- r) Sales training provides \_\_\_\_\_ knowledge?

### SECTION-B

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

- Q.2
- i) Role of a sales manager.
  - ii) What is 'leading' the sales force?
  - iii) Need of sales territories.
  - iv) Purpose of sales training.

(2)

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- v) Sales vs marketing.
- vi) Importance of sales planning.
- vii) Note on AIDA's theory of selling.
- viii) Features of sales budgeting.
- ix) Objectives of sales organisation.
- x) Note on compensation of sales force.
- xi) Difference between sales forecasting & sales budgeting.
- xii) Factors motivating a sales force.
- xiii) What are various external sources of recruitment?
- xiv) Factory gate recruitment.
- xv) Functions of sales management.

### SECTION-C

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

- Q.3 Explain the term sales planning along with its process.

(3)

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