

C.U.SHAH UNIVERSITY

Winter Examination-2015

Subject Name : Sales Management

Subject Code : 4CO01SMA1

Branch : B.Com(Gujarati)

Semester : 1 Date : 11/12/2015 Time : 10.30. to 01.30

Marks : 70

Instructions:

- (1) Use of Programmable calculator & any other electronic instrument is prohibited.
- (2) Instructions written on main answer book are strictly to be obeyed.
- (3) Draw neat diagrams and figures (if necessary) at right places.
- (4) Assume suitable data if needed.

- Q-1 Attempt the following questions: (14)**
- a) SMGF 5FIF p5Z J[RF6 S/F VFWFIZT K[m 1
 (A) DGM IJ7FGGF 5FIF p5Z (B) EF{ITSXF:+GF 5FIF p5Z
 (C) HLJ IJ7FGGF 5FIF p5Z (D) UI6TXF:+GF 5FIF p5Z
- b) ;[<;D[GGF ;3/F 5[SFZMDF\ SMG]\ SFD JWFZ[HJFANFZL EI]"\ U6FI m 1
 (A) :YFIL ;[<;D[G (B) 5|JF;L ;[<;D[G
 (C) 5|6F,LUT ;[<;D[G (D) 5|6[TF ;[<;D[G
- c) J[RF6 S/F V[p5IMUL S/F K[S[;FDFIHS N}QF6 K[m 1
 (A) p5IMUL S/F (B) ;FDFIHS N}QF6
 (C) A[DF\YL V[S56 GIC\ (D) EF{ITS IJ7FG
- d) IJ7F5G VG[J[RF6 S/F JrR[SM. ;\AW K[m 1
 (A) 5}ZS ;\AW (B) IJZMWLEF;L ;\AW
 (C) SM. ;\AW H GIC\ (D) 5Z:5Z VM/BF6 H GYL
- e) U|FCSGF JFWFVM 5|t| ;[<;D[GG]\ J,6 S[J] CMJ}\ HM.V[m 1
 (A) VFJSFZJF HM.V[(B) VJU6JF HM.V[
 (C) U[ZJFHAL U6JF HM.V[(D) ;\E/FI H GIC
- f) ;O/ ;\RF,GGL V[S VF\B SFZBFGFGF pt5FNG p5Z CMI K[4 TM ALHL 1
 VF\B SMGF p5Z CMI K[m
 (A) J[RF6 AHFZ (B) DGM IJ7FG 5Z
 (C) J[RF6 S/F p5Z (D) IJ7F5G p5Z
- g) cTDFZF DF,v;[JFGL IS\DT JWFZ[K[PC U|FCSGF VF JFWFG[S[JM 1
 SC[XM m
 (A) SC[JF 5}ZTM GFDGM (B) JFHAL JF\WM
 (C) U[ZJFHAL JFWM (D) JFWM H G SC[JFI
- h) J[RF6 J'lwWGL D]bl S[8,L 5wWITVM K[m 1
 (A) 5F\R (B) RFZ
 (C) +6 (D) A[
- i) X] IJTZSM VG[J[5FZLVM äFZF J[RF6 J'lwW XSI K[m 1
 (A) SF\ SCL XSFI GIC (B) V;\EJ
 (C) GF (D) CF



- j) VFNX" jIJ:YFT\+DF\ S[8,F IJEFUM CMI K[m 1
 (A) +6 (B) K
 (C) GJ (D) AFZ
- k) J[RF6S/FG]\ IJ7FG HIF\ V8S[K[4 tIF\YL SMGL X~VFT YFI K[m 1
 (A) jIJ;FIGL (B) S/FG
 (C) HF6SFZLGL (D) IO,M;MOLGL
- l) U|FCSGF iNI ;jWL 5CMRL tIF\ SFIDL :YFG HDFJJFGL S/FG[X]\ SC[JFI K[m 1
 (A) ;\XMWG S/F (B) J[RF6 S/F
 (C) J[RF6 ;\RF,G (D) J[RF6 ;\IMHG
- m) DFGJLG[5|F%I V[JL AWL H GMSZLDF\ ;F{YL JW] 50SFZ~5 GMSZL SMGL U6FI m 1
 (A) VIEG[TFGL (B) 5ZR}Z6 J[5FZLGL
 (C) SFDNFZGL (D) ;[<;D[GGL
- n) U|FCSG]\ JT"G V[8,[X]\ m 1

- Q-2 Attempt all questions (14)**
- 1 J[RF6 S/FGM VY" ;DHFJL T[GF OFINF H6FJM VG[J[RF6 S/F V[jIJ;FI K[T[;DHFJM m 7
- 2 pt5FNS 5MTFGF DF,GF IJTZ6GL 5;\NUL SZTL JBT[SIF D]NFG[wIFGDF\ ZFBJF HM.V[m 7
- Q-3 Attempt all questions (14)**
- 1 J[RF6 5|IS|IF 8]\SDF\ J6"JMP 7
- 2 HFC[ZFT VG[jIISTUT J[RF6 JrR[TOFJT ,BMP 7
- Q-4 Attempt all questions (14)**
- 1 J[RF6 J'lwW V[8,[X]\ m J[RF6 J'lwW DF8[GL 5wWITVM H6FJM m 7
- 2 U|FCSG[VFJSFZJFGL 5|IS|IF ;DHFJM m 7
- Q-5 Attempt all questions (14)**
- 1 ZLOX[S Omdl]",F IJX[GM\W ,BMP 7
- 2 :YFIL ;[<;D[G VG[5|JF;L ;[<;D[G JrR[TOFJT ;DHFJMP 7
- Q-6 Attempt all questions (14)**
- 1 jIISTUT J[RF6GF 5|SFZMGL RRF" SZMP 7
- 2 J[RF6 T\+G[V;ZSZTF 5|ZA/MGL GM\W ,BMP 7
- Q-7 Attempt all questions (14)**
- 1 AFZL IJ7F5GGM VY" ;DHFJMP T[GL DCtJGL ,F1FI6STFVM J6"JMP 7
- 2 X)\ ;[<;D[G[U|FCSG[D/JJ]\ H~ZL K[4 XF DF8[m 7
- Q-8 Attempt all questions (14)**
- 1 J[RF6 5|IS|IFDF\ ZH]VFT4 ;\TMQF VG[5|NX"GG]\ X]\ DCtJ K[m 7
- 2 U|FCSMGF IJ JW JF\WFVM H6FJL TD[H6FJ[, JF\WF 5{SL UD[T[RFZ 7



