

Enrollment No: _____ Exam Seat No: _____

C.U.SHAH UNIVERSITY

Summer Examination-2018

Subject Name : Sales Management-II

Subject Code : 4CO02SMA2

Branch: B.Com.(English)

Semester : 2

Date : 07/05/2018

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 **A t t e m p t t h e f o l l o w i n g q u e s t i o n s : (1 4)**

- a) Generally, how many sections are there for ideal organization-sales system ? 1
A) Three B) Six C) Nine D)Twelve
- b) In the present economy mainly how many types of sales organizations are found? 1
A) two B) four C) six D) eight
- c) What an ideal sales manager is considered for the company? 1
A) Liability B) Asset C) Debtors D) Creditor
- d) The system adopted by the manufacturer/ trader to put the goods to the reach of the customer is called what? 1
A) Sales procedure C)Distribution
B) Organization D) Sales method
- e) How sales and distribution are inter-connected with each other? 1
A) For name sake C) Contracting relation
B) Are not connected D) close relation
- f) How is the success of the sales Management measured? 1
A) Cost control C) Increase in sales
B) Transparency D) Profits
- g) Which of the following is considered to be an inevitable characteristic of the business? 1
A) Cash B) Credit C) Product D) Services
- h) How many main methods are there to decide the size of the sales force? 1
A) 2 methods / approaches C) 4 methods / approaches
B) 3 methods / approaches D) 5 methods / approaches
- i) Who goes directly to the customers to sell the products / services? 1
A) Sales supervisor C)District sales manager
B) Area sales manager D) Travelling salesman
- j) Which is the most important point to be considered while selecting salesman? 1
A) Age of salesman
B) Education qualification and eligibility
C) Physical capability & experience
D) Salesman's knowledge of languages



- k) How many types of training techniques are there? 1
 A) 6 B) 7 C) 4 D) 5
- l) Is it considered necessary to impart training to the salesmen? 1
 A) No. It is Considered unnecessary C) It is a waste of time.
 B) Yes. Considered necessary. D) It was a waste of energy.
- m) How many methods are there to provide motivation to the salesmen? 1
 A) Many methods C) Main seven methods
 B) Only one methods D) Ten methods
- n) "Control is not a negative process but a creative process," is the statement true? 1
 A) Cant not say C) Its true
 B) Its not true D) The above statement is misleading

Attempt any four questions from Q-2 to Q-8

- Q-2 Attempt all questions (14)**
 a) State the factors affecting sales structure. (7)
 b) Write a note on Department of sales structure. (7)
- Q-3 (14)**
 Discuss the qualifications of sales manager. (14)
- Q-4 Attempt all questions (14)**
 a) State the rights of sales manager. (7)
 b) Write a note on sales by wholesalers. (7)
- Q-5 Attempt all questions (14)**
 a) Explain the differences between direct sales and indirect sales. (7)
 b) Explain organizational functions. (7)
- Q-6 Attempt all questions (14)**
 a) State the factors affecting the size of sales force. (7)
 b) Discuss the important points for salesman selection. (7)
- Q-7 Attempt all questions (14)**
 a) Explain various training techniques. (7)
 b) Explain differences between salary method and commission method. (7)
- Q-8 (14)**
 Explain various methods of motivating the salesman. (14)

