

# C.U.SHAH UNIVERSITY

## Summer Examination-2018

**Subject Name : Sales Management-I**

**Subject Code : 4CO01SMA2**

**Branch: B.Com (English)**

**Semester : 1**

**Date : 03/04/2018**

**Time : 02:30 To 05:30**

**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.

<b>Q-1</b>	<b>Attempt the following questions:</b>	<b>(14)</b>
a)	Product should be such that customer himself will seek you out. – What does it call? (A)Correct Publicity (C)Correct sales promotion strategy	1 (B)Correct Salesmanship (D)Personal selling
b)	Which is the more prevalent, old, effective and popular form of selling goods? (A)Collective Sales (C)Sales through Post	1 (B)Personal Sales (D)Indirect Sales
c)	Which is the purpose to be potential customer into present customer and the present customer into permanent customer? (A)Sales Policy (C)Sales Conference	1 (B)Sales Promotion (D)Sales Competition
d)	Is sales promotion possible by traders and distributors? (A)Can't be said (C)No	1 (B)Impossible (D)Yes
e)	What should be the trend of the salesman toward the objections of the customer? (A)Welcome them (C)Consider them improper	1 (B)Ignore them (D)Should not even hear them
f)	Non-personal art in written, spoken, or printed or through graph is called what? (A)Advertisement (C)Acting	1 (B)salesmanship (D)Psychology
g)	The aim, effort, desire or encouraging strength which motivates the customer to purchase commodity is called what? (A)sales (C)Market	1 (B)Purchase (D)Research
h)	Where the science of salesmanship stops, what does start? (A)Profession (C)Awareness	1 (B)Art (D)Philosophy
i)	How many main methods are there of sales promotion? (A)Five (B)Four	1 (C)Three (D)Two
j)	To welcome a customer is which number of stage of sales process?	1



	(A)First	(B)Second	(C)Third	(D)Fourth	
<b>k)</b>	Is Salesmanship a useful art or social evil?				1
	(A)Useful art		(B)Social evil		
	(C)None of the above		(D)Physics		
<b>l)</b>	What is called the art of salesman to reach upto the heart of a customer and create his permanent place there?				1
	(A)Research Art		(B)Salesmanship		
	(C)Sales Management		(D)Sales Combination		
<b>m)</b>	Salesmanship is depending on-----				1
	(A) Psychological		(B) Advertisement		
	(C) Sociological		(D) Commercial		
<b>n)</b>	Is there any relation between advertisement and salesmanship? Which type?				1
	(A)supplementary relationship		(B)Contradicting relationship		
	(C)No relations relationship		(D)No familiarity relationship		

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

<b>Q-2</b>	<b>Attempt all questions</b>	<b>(14)</b>
(A)	State the types of salesmen.	<b>14</b>
(B)	Write differences between: Counter salesman and travelling salesman.	
<b>Q-3</b>	<b>Attempt all questions</b>	<b>(14)</b>
(A)	Explain RIDSAC Formula.	<b>7</b>
(B)	Write a note on: distribution by the wholesale traders.	<b>7</b>
<b>Q-4</b>	<b>Attempt all questions</b>	<b>(14)</b>
(A)	Explain: sales promotion by Customers.	<b>7</b>
(B)	Write the definition and advantages of salesmanship.	<b>7</b>
<b>Q-5</b>	<b>Attempt all questions</b>	<b>(14)</b>
(A)	Write a note on: window display.	<b>7</b>
(B)	Write a note on: customers objections	<b>7</b>
<b>Q-6</b>	<b>Attempt all questions</b>	<b>(14)</b>
(A)	State the advantages and disadvantages of advertisement.	<b>7</b>
(B)	Explain: selling competition	<b>7</b>
<b>Q-7</b>	<b>Attempt all questions</b>	<b>(14)</b>
(A)	Write a note on: marketing research.	<b>7</b>
(B)	Write a note on: selection of potential customers.	<b>7</b>
<b>Q-8</b>	State the advantages and disadvantages of Market research.	<b>14</b>

