

# C.U.SHAH UNIVERSITY

## Winter Examination-2018

**Subject Name : Sales Management-I**

**Subject Code : 4CO01SMA2**

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

**Semester : 1**

**Date : 07/12/2018**

**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.

- Q-1**                      **Attempt the following questions:**                      **(14)**
- a)** Which is the more prevalent, old, effective and popular form of selling goods?                      (1)
- (A) collective sales                      (B) personal sales
- (C) sales through post                      (D) indirect sales
- b)** Which salesmanship expert has given the RIDSAC formula?                      (1)
- (A) sherlekar                      (B) Houton
- (C) Herbert Casson                      (D) Paul Garet
- c)** Of all the professions, whose profession is considered to be the most challenging one?                      (1)
- (A) An actor's                      (B) Retail trader's
- (C) An Employee's                      (D) salesman's
- d)** Is there any relation between advertisement and salesmanship? Which type?                      (1)
- (A) combined                      (B) contrast
- (C) none                      (D) not identified
- e)** Negative statement mars the sales, what the positive statement does for the sales?                      (1)
- (A) gives treatment                      (B) please it
- (C) makes it successful                      (D) embarrasses it
- f)** The skill to combine the desire of the customer to purchase commodity and skill of selling goods or service is known by what name?                      (1)
- (A) Purchasing Art                      (B) Exchange Art
- (C) Sales Art                      (D) Advertising Art
- g)** What is started right from the desire rising in the mind of a person selling goods and services and what ends when the customer purchases the goods?                      (1)
- (A) market process                      (B) selling process
- (C) management process                      (D) control process
- h)** What should be the trend of the salesman towards the objections of the customer?                      (1)
- (A) welcome them                      (B) ignore them
- (C) consider them improper                      (D) should not even hear them
- i)** Is it possible to have sales promotion through traders and distributors?                      (1)



- (A)can not say (B)impossible  
(C)no (D) yes
- j) What the systematic and scientific effort is called to reduce market risk? (1)  
(A)market research (B)management of salesmanship  
(C)personal selling (D)publicity
- k) What the programme is called determining how much encouragement is to be provided to customers, salesmen, retailers, distributors? (1)  
(A)Market Research Programme (B)Market Research Budget  
(C)Personal selling Programme (D)Sales Promotion programme
- l) Is salesmanship a useful art or social evil? (1)  
(A)useful art (B)social evil  
(C)physics (D) none of the above
- m) On what salesmanship is based? (1)  
(A)on the basis of psychology (B)on the basis of physics  
(C) on the basis of biology (D) on the basis of mathematics
- n) Which is the purpose to be potential customer into present customer and the present customer into permanent customer? (1)  
(A)sales policy (B)sales promotion  
(C)sales conference (D)sales competition

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

- Q-2** (14)  
Give definition of personal sales. Describe its advantages and limitations.
- Q-3** (14)  
**Attempt all questions**  
(A) Explain the objectives of personal selling. (7)  
(B) Discuss psychological qualities of a salesman. (7)
- Q-4** (14)  
**Attempt all questions**  
(A) Differences : Counter salesman and Travelling salesman (7)  
(B) Explain the importance of salesmanship. (7)
- Q-5** (14)  
**Attempt all questions**  
(A) What is Advertisement ? Discuss its advantages. (7)  
(B) Discuss the selling process of Herbert Casson. (7)
- Q-6** (14)  
State the various stages in the selling process.
- Q-7** (14)  
**Attempt all questions**  
(A) State the various types of customers objections. (7)  
(B) What is sales promotion? State its various techniques. (7)
- Q-8** (14)  
**Attempt all questions**  
(A) What is Market Research ? State its objectives. (7)  
(B) State the importance of Market Research. (7)

