

C.U.SHAH UNIVERSITY

Summer Examination-2019

Subject Name: Sales Management- II

Subject Code: 4CO02SMA2

Branch: B.Com (English)

Semester: 2

Date: 02/05/2019

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) In the present economy mainly how many types of sales organizations are found? 1
 (A)Two (B)Four (C)Six (D)Eight
- b) With whom the success or failure of the institute is closely connected? 1
 (A)With salesman (B)With Sales Manager
 (C)With psychologist (D)With Sociologist
- c) The system adopted by the manufacturer/ trader to put the goods to the reach of the customer is called what? 1
 (A)Sales procedure (B) Organization
 (C)Distribution (D) Sales method
- d) The function which checks whether the salesman is conducting sales activities and functions as per plan or not is called..... 1
 (A)employee managed (B)Controlling
 (C)Organization (D) Communication
- e) The main objectives of sales management is to..... 1
 (A)Maximum profit (B)Satisfy customers
 (C)Reduce the competition (D)Maximum sale
- f) Who decides the credit policy? 1
 (A)It is decided on its own (B)Sales Manager
 (C)Salesman of the company (D)Customers of the company
- g) Which of the following factor affecting the psychology of the customers and improves sales? 1
 (A)Discount (B)Product itself
 (C)Price of the product (D) Services
- h) Who decides a salesman's sales quote? 1
 (A)Directors of the company (B)Salesman himself
 (C)Sales manager (D)Decided through draw of lots
- i) Which of the following salesman can sell the product with dedication and self confidence? 1
 (A)New salesman (B)Untrained salesman
 (C)Trained salesman (D) Proud salesman



j)	Recommendation letter is a letter to establish identify for selection, and not a	1
	(A)guarantee letter (B)appointment letter	
	(C)appointment-work allotment letter (D)order	
k)	How many methods are there to provide motivation to the salesmen?	1
	(A)Many methods (B)Only one method	
	(C)Main seven methods (D)Ten methods	
l)	What an ideal sales manager is considered for the company?	1
	(A)Assets (B)Liability (C)Creditor (D) Debtors	
m)	Proper selection of salesmen is the key to a successful organization?	1
	(A)Not true (B)It is true	
	(C)Both true and untrue (D)Cannot say	
n)	Which technique of remunerating the salesman is considered the best?	1
	(A)Only salary method (B)Only commission method	
	(C)Salary plus commission method (D)Multiplicative salary technique	
Q-2	Attempt all questions	(14)
A	What is Sales Management?	7
B	Explain Direct sales technique.	7
Q-3	Attempt all questions	(14)
A	Explain objectives of Management	7
B	State the salesman's selection procedure.	7
Q-4	Attempt all questions	(14)
A	Explain any six qualification and qualities of Sales Manager.	7
B	Short note : Sales by Retailers	7
Q-5		
	Describe the various method of motivating the salesman.	14
Q-6	Attempt all questions	(14)
A	Define characteristics of an ideal wage system of salesman	7
B	Difference between Salary technique and commission technique.	7
Q-7	Attempt all questions	(14)
A	State the functions and duties of salesman	7
B	What is sales organization? Give factors affecting it.	7
Q-8	Attempt all questions	(14)
A	What is Sales procedure? State any three stages in the Sales procedure.	7
B	Write a short note on Salesman 's Report	7

