

# 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 quo? 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	
<b>Q-2</b>		<b>Attempt all questions</b>	<b>(14)</b>
	A	What is Sales Management?	7
	B	Explain Direct sales technique.	7
<b>Q-3</b>		<b>Attempt all questions</b>	<b>(14)</b>
	A	Explain objectives of Management	7
	B	State the salesman's selection procedure.	7
<b>Q-4</b>		<b>Attempt all questions</b>	<b>(14)</b>
	A	Explain any six qualification and qualities of Sales Manager.	7
	B	Short note : Sales by Retailers	7
<b>Q-5</b>			
		Describe the various method of motivating the salesman.	<b>14</b>
<b>Q-6</b>		<b>Attempt all questions</b>	<b>(14)</b>
	A	Define characteristics of an ideal wage system of salesman	7
	B	Difference between Salary technique and commission technique.	7
<b>Q-7</b>		<b>Attempt all questions</b>	<b>(14)</b>
	A	State the functions and duties of salesman	7
	B	What is sales organization? Give factors affecting it.	7
<b>Q-8</b>		<b>Attempt all questions</b>	<b>(14)</b>
	A	What is Sales procedure? State any three stages in the Sales procedure.	7
	B	Write a short note on Salesman 's Report	7

