

Enrollment No: _____

Exam Seat No: _____

C. U. SHAH UNIVERSITY

Winter Examination-2019

Subject Name : Sales Management-I

Subject Code : 4CO01SMA2

Branch: B.Com (English)

Semester : 1

Date : 27/11/2019

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.

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- Q-1 Attempt the following questions: (14)
- a) How many main methods are there of sales promotion? 01
(A) 5 (B) 4 (C) 3 (D) 2
- b) What should be the trend of the salesman towards the objections of the customer? 01
(A) welcome them (B) ignore them
(C) Consider them improper (D) should not ever hear them.
- c) The aim, effort, desire or encouraging strength which motivates the customer to purchase commodity is called what? 01
(A) sales (B) purchase (C) market (D) research
- d) On what salesmanship is based? 01
(A) on the basis of psychology (B) on the basis of physics
(C) on the basis of biology (D) on the basis of mathematics.
- e) Is there any relation between advertisement and salesmanship? Which type? 01
(A) supplementary relationship (B) contradicting relationship
(C) no relations relationship (D) no familiarity relationship
- f) In "RIDSAC" formula 'A' means..... 01
(A) Addition (B) Ability (C) Accessibility (D) advertising
- g) Non personal art in written, spoken or printed or through graph is called what? 01
(A) advertisement (B) salesmanship (C) acting (D) psychology
- h) "Salesmanship is a personalized service related to the sale of finished goods." Which author has presented this definition? 01
(A) Houton (B) Herbert casson
(C) white head (D) Charles M. Scwab
- i) What is it called the information which is related to goods motivating the customer to purchase it and becomes helpful to the salesman in increasing sales? 01
(A) sales point (B) purchasing (C) psychology (D) sociology



- j) "I will tell you after consulting my wife." Such an objection can be called what? 01
 (A) no objection at all (B) serious objection
 (C) improper objection (D) proper objection
- k) To welcome a customer is which number of stage of sales process? 01
 (A) 1st (B) 2nd (C) 3rd (D) 4th
- l) Is it possible to have promotion through traders and distribution? 01
 (A) cannot said (B) impossible (C) no (D) yes
- m) Who has given the following definition? "Market research means the data & systematic conclusions of the situation which is faced by the management as well as its collection, analysis & reporting." 01
 (A) Philip kotlar (B) Boyd and westfull
 (C) Albert blackenship (D) weil and swogswlds
- n) How many pillars of marketing mix? 01
 (A) 1 (B) 2 (C) 3 (D) 4

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

- Q-2 Define salesmanship. Discuss the main principles of salesmanship. 14
- Q-3 Attempt all questions (14)
 A Discuss the advantages and disadvantages of personal selling. 07
 B Write a short note of "RIDSAC" formula. 07
- Q-4 Attempt all questions (14)
 Write a brief note on selling points. 14
- Q-5 Attempt all questions (14)
 A State the characteristics of an ideal demonstration system. 07
 B State the various techniques to deal with customers objections. 07
- Q-6 Attempt all questions (14)
 A Explain the limitations of market research. 07
 B State the various types of buying motives and explain anyone of them. 07
- Q-7 Attempt all questions (14)
 A Personal selling & advertising are same or different? Give your view. 07
 B Write a short note on : 07
 (i) shoe cases (ii) kiosks
- Q-8 Attempt all questions (14)
 A Explain the various types of contacts of potential customers. 07
 B Write the meaning of market research and also explain the objectives of market research

