

# C. U. SHAH UNIVERSITY

## Winter Examination-2019

Subject Name: Sales Management – II

Subject Code: 4CO02SMA2

Branch: B.Com (English)

Semester: 2

Date: 23/09/2019

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) How is the success of the sales management measured? 1  
(A) cost control (B) Transparency (C) Increase in sales (D) Profit
  - b) Is sales management an art or Science? 1  
(A) only science (B) only art  
(C) it is a combination of both (D) neither art nor science
  - c) The tradition of asking for discounts on purchase is..... 1  
(A) very old (B) recent  
(C) the system of discount is inappropriate  
(D) considered a customer's right
  - d) Which of the following is considered to be an inevitable characteristic of the business? 1  
(A) cash (B) credit (C) product (D) services
  - e) How many main methods are there to decide the size of the sales force? 1  
(A) 2 (B)3 (C)4 (D)5
  - f) "sales force is the hands, legs and heart of a company "..... is it 1  
(A) yes it is true (B) No (C) cannot say (D) the statement is wrong
  - g) Which is the most important point to be considered while selecting salesmen? 1  
(A) age of the salesmen  
(B) education qualification and eligibility  
(C) physical capability and experience  
(D) salesman's knowledge and languages
  - h) How many types of training techniques are there? 1  
(A) 6 (B) 7 (C) 4 (D) 5
  - i) Which techniques assure maximum compensation to the salesmen? 1  
(A) only salary (B) multiplicative salary  
(C) only commission (D) there is no such techniques
  - j) Which is the effect of controlling the salesmen? 1  
(A) control of salesmen is not required  
(B) there is no effect of control on the salesmen



- (C) the growth of the salesmen is obstructed  
 (D) both, the company and the salesmen progress
- k) In the present economy mainly how many types of sales organization are found? 1  
 (A) 2 (B) 4 (C) 6 (D) 8
- l) With whom the success or failure of the institute is closely connected? 1  
 (A) with the salesman (B) with sales manager  
 (C) with psychologist (D) with sociologist
- m) How sales and distribution are interred connected with each other? 1  
 (A) for name sake (B) are not connected  
 (C) contradicting relation (D) close relation
- n) Sales management functions are supplementary function to each other or competitive function? 1  
 (A) supplementary function (B) competitive function  
 (C) cannot say (D) functions are not related to each other

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

- Q-2 Attempt all questions (14)**  
 (A) Give the name of sales policy and explain the credit sales policy. 07  
 (B) Explain the factors affecting the size of the sales force. 07
- Q-3 Attempt all questions (14)**  
 Explain the concept of management. State the Luther Gullick's classification of the management 14
- Q-4 Attempt all questions (14)**  
 (A) State the selection process of the salesmen. 07  
 (B) Write the short note on sales conference. 07
- Q-5 Attempt all questions (14)**  
 (A) State the characteristics of an ideal wage system of remunerating salesmen. 07  
 (B) Differentiate: Salary technique and Commission technique 07
- Q-6 Attempt all questions (14)**  
 (A) Short note on Sales man's report and evolution of the report 07  
 (B) Short note on rights of sales man 07
- Q-7 Attempt all questions (14)**  
 State the qualities and qualifications of a sales manager. 14
- Q-8 Attempt all questions (14)**  
 (A) Differentiate: Direct sale and Indirect sale 07  
 (B) Describe distribution by whole salers in detail. 07

