Enrollment No:	Exam Seat No:
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## C.U. SHAH UNIVERSITY

## Winter Examination-2020

**Subject Name: Sales Management - I** 

Subject Code: 4CO01SMA2 Branch: B.Com (English)

Semester: 1 Date:16/03/2021 Time: 03:00 To 06:00 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	) Where the science of salesmanship	here the science of salesmanship stops, what does start?	
	A) profession	B) art	
	C) awareness	D) philosophy	
b	b) The aim, efforts, desire or encouraging strength which motivates the		1
	customer to purchase commodity is called what?		
	A) sales	B) purchase	
	C) market	D) research	1
c	) If possible, to have sales promotion		1
	A) cannot be said	B) impossible	
_	C) no	D) yes	
d	Welcome a customer, is which number of stages of sales process?		1
	A) first	B) second	
	C) third	D) fourth	
e	, 1		1
	A) useful art	B) social evil	
	C) physics	D) none of the above	
$\mathbf{f}_{j}$	· •		1
	A) on the basis of psychology	B) physics	
	C) biology	D) mathematics	
g	g) Which principle is connected, one way or the other, with the steps		1
	leading in the direction of sales?		
	A) psychological	B) advertisement	
	C) sociological	D) commercial	
h)	The successful manager's one eye is on his factory's production, where is		1
	his second eye targeted?	5	
	A) sales market	B) psychology	
	C) salesmanship	D) advertising	
i)	How many methods are there of sales promotion?		1
	A) five	B) four	
	C) three	D) two	
		D-	1 -f 3



	<b>j</b> ) What the systematic efforts, called to reduce market risk?			1	
		A) market research	B) management of salesmanship		
		C) personal selling	D) publicity		
	k)	Which salesman ship expert has g	given the RIDSAC formula?	1	
		A) sherlekar	B) houton		
		C) Herbert casson	D) Paul garet		
	1)	Negative statement kills the sales, what the positive statement does for			
		the sales?			
		A) gives treatment	B) pleases it		
		C) makes it successful	D) embarrasses it		
	m)	In RIDSAC formula "R" means.		1	
		A) Reception	B) Request		
		C) Result	D) Response		
	n)	Which is the more prevalent, old, effective and popular form of selling			
		goods?			
		A) collective sales	B) personal sales		
		C) sales through post	D) indirect sales		
Atten	npt any	four questions from Q-2 to Q-8			
Q-2				(14)	
		Define salesmanship. Describe fu	andamental principle of salesmanship.		
Q-3		Attempt all questions (14			
	$\mathbf{A}$	Explain the scope of salesmanship.			
	В	Give the difference between chain store and departmental store.			
Q-4		(1			
		What are buying motives? How o	can salesman recognize buying motives?	, ,	
Q-5		Attempt all questions		(14)	
	$\mathbf{A}$	Write a short on RIDSAC formulas.			
	В	State the importance of sales pro	motion.	07	
Q-6		Attempt all questions		(14)	
	$\mathbf{A}$	Explain the objectives of market	research.	07	
	В	Explain the methods of attracting	the customers.	07	
Q-7		Attempt all questions		(14)	
	$\mathbf{A}$	Discuss the objectives of persona	l selling	07	
	В	Explain the importance of salesm	anship	07	
Q-8				(14)	
		write the advantages and disadva	ntages of market research		

