

Total No. of Printed Pages—7

5 SEM TDC SMGT/PRSL 3 (Sp) (N/O)

2 0 1 6

(November)

COMMERCE

(Speciality)

Course : 503

Time : 3 hours

The figures in the margin indicate full marks for the questions

(New Course)

(Sales Management)

Full Marks : 80

Pass Marks : 24

1. Answer the following as directed :

(a) Sales management is seller / buyer oriented.

1

(Choose the correct one)

(b) Name the non-paid form of communication of information about the products.

1

(2)

(c) Personal selling is an impersonal form of communication. 1

(Write True or False)

(d) Sales organisation and marketing organisation are synonymous. 1

(Write True or False)

(e) Name the function involved in physical movement of goods from one place to another. 1

(f) Give two merits of sales promotion. 2

(g) Write the full form of FMCG. 1

2. Write short notes on any four of the following : 4×4=16

(a) Formulation of sales strategy

(b) External sources of recruitment of the sales force

(c) Objections handling

(d) Sales promotion plan for new products

(e) Impact of online shopping

(f) Approaching

(3)

3. (a) Explain the nature and objectives of sales management. 7+7=14

Or

(b) What do you mean by sales organisation? What are the factors to be considered for developing a sales organisation? Explain briefly. 4+10=14

4. (a) Discuss the points you have to consider in managing a sales force for a large business organisation. 14

Or

(b) What is meant by selection process? Discuss the various steps involved in it. 4+10=14

5. (a) Explain the significance of personal selling. What are the limitations of personal selling? 7+7=14

Or

(b) What do you mean by approach? Discuss briefly the various methods of approaching the prospects. 4+10=14

6. (a) Discuss with suitable examples the various methods of sales promotion. 14

Or

(b) "Choice of an appropriate channel of distribution is a very important marketing decision which depends on various factors." Discuss the statement. 14