



RAN-0546

M.COM (Integrated) (Semester X) Examination

March / April - 2019

Advertising and Sales Management: Paper -II

સૂચના : / Instructions

નીચે દર્શાવેલ નિશાનીવાળી વિગતો ઉત્તરવહી પર અવશ્ય લખવી.
Fill up strictly the details of signs on your answer book

Name of the Examination:

M.COM (Integrated) (Semester X)

Name of the Subject :

Advertising and Sales Management: Paper -II

Subject Code No.:

0 5 4 6

Seat No.:

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Student's Signature

Instructions:

- Figures to the right indicate full marks allocated to that question.
- All questions are compulsory.

Q1. Answer in brief.

10

- What do you mean by salesmanship?
- What do you mean by sales quota?
- What do you mean by motivating the sales force?
- What do you mean by selling?
- State any two types of sales planning.

Q2. a. Explain various functions of sales management.

07

b. Write a note on sales territory.

06

OR

a. Discuss in brief various objectives of sales management.

07

b. Write a note on sales budget

06

Q3. a. Write a brief note on planning process of setting up sales organization. **07**

b. Discuss how one can evaluate performance of sales force. **06**

OR

a. Discuss various principles of determining sales organization. **07**

b. Explain how one can manage sales personnel expenses. **06**

Q4. Write short note on any two of the following. 14

a. Sales force training

b. Compensation policies

c. Motivating sales force
