

**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

- (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 :  $4 \times 4 = 16$

- (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. (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

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