RJ-0816
M. Com. (Integrated) (Sem. X) Examination
March / April - 2017
Advertising & Sales Management : Paper - II

Time : 2 Hours] [Total Marks : 50

Instruction :

(1) Fill up strictly the details of signs on your answer book.

Name of the Examination : M. Com. (Integrated) (Sem. X)

Name of the Subject : Advertising & Sales Management : Paper - II

Subject Code No. : 0 8 1 6 Section No. (1, 2,...) : Nil

(2) Figures to the right indicate full marks allocated to that question.
(3) All questions are compulsory.

1 Answer in brief : 10

(a) What do you mean by sales quota?
(b) What do you mean by sales territory?
(c) Explain any one function of sales management.
(d) What do you mean by induction?
(e) Why product knowledge is required?

2 (a) Discuss in brief various functions of sales management. 7

(b) Write a note on sales budget. 6

OR

2 (a) Write a note on salesmanship. 7

(b) Why sales planning is necessary? Discuss 6

RJ-0816] 1 [Contd...
3 (a) Discuss the planning process for setting up sales organization.

(b) Discuss how an organization can manage expense of sales person effectively.

OR

3 (a) Discuss various principles of determining sales organization.

(b) Discuss why evaluation of sales force performance is necessary?

4 Write short note on any two of the following:

(a) Compensating sales force
(b) Promotion policy for sales force
(c) Sales force training.