



AG-0816

M. Com. Integrated (Sem. X) Examination

April / May - 2015

Advertising & Sales Management - II

Time : 2 Hours]

[Total Marks :

Instruction :

नीचे दृष्टावेव निशानीवाणी विगतो उत्तरवही पर अवश्य लपवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="M. Com. Integrated (Sem. X)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="Advertising & Sales Management - II"/>	<input type="text"/>
Subject Code No. : <input type="text" value="0"/> <input type="text" value="8"/> <input type="text" value="1"/> <input type="text" value="6"/>	<input type="text"/>
Section No. (1, 2,.....) : <input type="text" value="Nil"/>	<input type="text"/>
	Student's Signature

- 1 Answer in short : 10
- (1) State the factors affecting sales of forcast.
 - (2) What do you mean by selling ?
 - (3) Explain fringe benefits.
 - (4) State the steps for selection procedure of salesmen.
 - (5) What are the advantages of seniority based promotion (any two).

- 2 Define sales management and discuss the functions of sales management. 14

OR

- 2 Explain the importance and types of sales planning.

- 3 (a) Explain sources of sales force recruitment. 13
- (b) Discuss the sales quota as a tool for sales planning and control.

OR

- 3 (a) Write note on sales budget.
- (b) Discuss different motivational tools for salesforce.

- 4 (a) Why sales organisation is set up ? State the steps for setting it. 13
- (b) Write note on techniques to attract attention of customers.

OR

- 4 (a) Discuss any four factors determining the structure of sales organisation.
- (b) Write note on personal selling.
