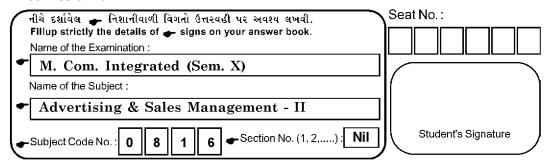


AG-0816

M. Com. Integrated (Sem. X) Examination April / May - 2015 Advertising & Sales Management - II

Time: 2 Hours] [Total Marks:

Instruction:



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.

OR

- **2** Explain the importance and types of sales planning.
- 3 (a) Explain sources of sales force recruitment.

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(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.

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- 4 (a) Why sales organisation is set up? State the steps 13 for setting it.
 - (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.

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