DSS-0816

M. Com. (Integrated) (Sem. X) Examination

April / May - 2016

Advertising & Sales Management - II

Time : **2** Hours] [Total Marks : **50**

Instruction :

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

Name of the Examination :
☛ **M. COM. (INTEGRATED) (SEM. 10)**

Name of the Subject :
☛ **ADVERTISING & SALES MANAGEMENT - 2**

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

Seat No. :

Student's Signature

1 Answer in short : **10**

(1) State the types of sales planning.
(2) State any four functions of sales department.
(3) What is selling ?
(4) Give the meaning of sales management.
(5) What is sales contest ?

2 Explain the process of setting up sales organization in detail. **13**

OR

2 Many methods can be used for training salesmen – Explain.

3 (a) What are the techniques to attract the customers ? Explain. **13**

(b) Discuss the role of sales quota in sales planning.

OR

3 (a) Explain the importance of salesmanship.

(b) Write note on motivating salesforce.

4 Write notes : (any two) **14**

(1) Importance of sales forecasting.
(2) Sales analysis
(3) Importance of sales planning
(4) Evaluation of sales force performance.