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MASTER OF COMMERCE (M.COM.)

EXAMINATION : MAY - 2022

THIRD SEMESTER

Sub: Sales Promotion and Administration (MCM-312)

Date: 27/05/2022

Total marks: 100

Time: 10.00 am to 01.00 pm

Instruction: All questions are compulsory.

Q. 1. Answer the following questions. (Attempt any three) (30)

1. Explain the Job factors and Personal factors considered for evaluating the Qualitative Performance of the Salesman.
2. What is the difference between Consumer Sales Promotion and the Trade Promotion techniques? Explain with the help of a few examples.
3. What are the key objectives of Sales Promotion? Elaborate various types of Consumer Sales Promotion techniques implemented by marketers.
4. Elaborate the essential qualities of an effective Sales Manager.
5. Elaborate the various types of Services offered by a Modern Advertising Agency. What are the key benefits of full service ad agency to its clients?

Q. 2. Answer the following questions. (Attempt any three) (30)

1. Explain in brief the Line Sales Organizational Structure along with its merits and demerits.
2. Briefly explain the various types of Sales Force Reports.
3. Discuss any four methods of Sales Training.
4. Define the Sales Quota. What are the objectives of Sales Quotas.?
5. Explain how the Internet is used as an effective Promotional Tool?

Q. 3. Write short notes. (Attempt any four) (20)

1. Importance of National Sales Meeting
2. Types of Compensation Plans for the Salesman
3. Television as an effective Advertising Media
4. Objectives of setting a Sales Organization.
5. Essentials of the good sales trainer.
6. Advantages of allocating Sales Territory to Salesman

Q.4.A. Answer in one Sentence (Any 5) (10)

1. What is meant by sales contest?
2. Which is the most modern media of advertising?
3. What is the core objective of sales promotion?
4. Which is the most popular search engine?
5. Which is the first step of a sales manager to control the sales force?
6. What is meant by planning?
7. What is sales budget?

Q.4.B. Select the correct Alternatives (Attempt any Ten) (10)

1. Sales Meeting have communicative as well as -----value.
a) motivational c) controlling
b) demoralizing d) none

2. An agreement enforceable by Law is a -----
 - a) Contract
 - b) Conduct
 - c) Contact
 - d) Communication
3. A program designed to promote the company's image is called -----
 - a) Public relations
 - b) Sales Promotion
 - c) Personal selling
 - d) None
4. Sales people should spend most of their time in _____
 - a) travelling
 - b) face to face customer selling
 - c) doing administrative tasks
 - d) doing office work
5. Large professional organizations have -----control
 - a) Informal
 - b) Nominal
 - c) Formal
 - d) Flexible
6. Planning, Direction and -----of Personal selling is termed as Sales Management.
 - a) Protection
 - b) Promotion
 - c) Contract
 - d) Control
7. The meaning of 'Caveat Emptor' is 'Let the -----Beware'.
 - a) Buyer
 - b) Agent
 - c) Seller
 - d) All of the above
8. A ----- occurs where a party to a contract fails to perform, precisely and exactly, his obligations under the contract.
 - a) honoring of contract
 - b) breach of contract
 - c) retention of contract
 - d) None
9. The traditional method of Sales training is through -----
 - a) Lectures
 - b) Programmed Learning
 - c) Video conferencing
 - d) Case discussion
10. Trade promotional schemes are offered by marketers to -----
 - a) Consumers
 - b) Retailers
 - c) Employees
 - d) None of the above
11. An ----- carries the topics of debate, discussion and dissemination.
 - a) Objective
 - b) Assessment
 - c) Evaluation
 - d) Agenda
12. The Contracts where there is no expression are called----- contracts.
 - a) Immediate
 - b) Internal
 - c) Implied
 - d) Inbound

