

# **TILAK MAHARASHTRA VIDYAPEETH, PUNE**

## **MASTER OF COMMERCE (M. COM.)**

### **EXAMINATION: MAY 2022**

#### **THIRD SEMESTER**

##### **Sub: Sales Promotion and Administration (MCM - 312)**

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**Date: 27/05/2022**

**Total Marks :60**

**Time: 10.00 am to 12.30 pm**

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**Instructions:**

- 1) All questions are compulsory.
  - 2) Figures to the right indicate full marks.
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**Q.1 Answer the following questions. (Attempt any two) (32)**

1. Elaborate the key skills and the qualities essential for a Sales Manager to achieve the objectives of sales management.
2. State and explain the essential qualities of a successful sales manager.
3. Why Sales Force Reports are essential? Briefly explain the various types of Sales Force Reports.
4. Elaborate the key factors analyzed for assessing the Sales Person's qualitative performance.

**Q.2 Answer the following. (Attempt any one) (08)**

1. Explain any two types of sales force reports.
2. Explain in brief the Line Sales Organizational Structure along with its merits and demerits.
3. Discuss the vital importance of Internet as a Promotional Tool.

**Q.3 Write short notes. (Attempt any two) (10)**

1. Important objectives of Sales Management
2. 'Planning' a critical function of Sales Management
3. Caveat Emptor
4. Role Playing – An effective Sales Training Method

**Q.4 Select the Correct Alternatives (Attempt Any Ten) (10)**

1. \_\_\_\_\_ is the session of sharing ideas, views, facts, , information and experiences among the participants.
  - a) Sales Meeting
  - b) Sales call
  - c) Sales reporting
  - d) Sales reviewing
2. The most effective media of the future would be \_\_\_\_\_.
  - a) Hoardings
  - b) Television
  - c) Internet
  - d) Magazine
3. F.O.B. stands for \_\_\_\_\_.
  - a) Free On Bill
  - b) Free on Bond
  - c) Free On Board
  - d) None
4. It is no part of the seller duty to point out the defects in his own goods. It is up to the buyer to inspect the goods to find out their suitability. This is termed as \_\_\_\_\_.
  - a) Caveat Employee
  - b) Caveat Emptor
  - c) Caveat Enforcement
  - d) Caveat Empowerment

5. Sales promotion is a short term \_\_\_\_\_ offered to client in order to boost the sales.
  - a) Incentive
  - b) Insertion
  - c) Investment
  - d) Improvement
6. 'Sales Budget ' is an effective -----tool
  - a) Motivating
  - b) Staffing
  - c) Controlling
  - d) Coordinating
7. An -----is every promise and set of promises forming the consideration for each other.
  - a) Agreement
  - b) Adjournment
  - c) Argument
  - d) Amendment
8. An agreement enforceable by Law is a \_\_\_\_\_.
  - a) Contact
  - b) Conduct
  - c) Caveat
  - d) Contract
9. \_\_\_\_\_is usually regarded as a way to build a corporation's public image before the stakeholders.
  - a) Sales Promotion
  - b) Personal selling
  - c) Public relations
  - d) None
10. Meeting of all the sales people across the country conducted at the central location is termed as \_\_\_\_\_.
  - a) Regional Sales Meeting
  - b) Local Sales Meeting
  - c) National Sales Meeting
  - d) None
11. Which of the following is not a Sales Promotion Technique?
  - a) Coupon
  - b) Exchange offer
  - c) Questionnaire
  - d) Samples
12. An \_\_\_\_\_ is every promise and set of promises forming the consideration for each other.
  - a) Agreement
  - b) Adjournment
  - c) Argument
  - d) Amendment

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