TILAK MAHARASHTRA VIDYAPEETH, PUNE MASTER OF COMMERCE (M. COM.) EXAMINATION: DECEMBER 2022 THIRD SEMESTER

Sub: Sales Promotion and Administration (MCM - 312)

Date: 08/12/2022		Total Marks :60 Time: 02.00 pm to		Time: 02.00 pm to 04	.30 pm	
Instructions:		1) All questions are compuls	ory.			
		2) Figures to the right indicate	te full marks.			
Q.1	Answer the	e following questions. (Attem	pt any two)			(32)
1.		e various factors considered for analyzing a Sales Personnel's Qualitative				
	Performance.					
2.	. Why Sales Force Reports are essential? Briefly explain the various types of Sales Force					
	Reports					
3.	Elaborate the key factors analyzed for assessing the Sales Person's qualitative performance.					
4.	Define Sales Contest. Explain the vital objectives of launching of the Sales Contest by sales organization?					
Q.2	Answer the	e following. (Attempt any on	e)			(08)
1.	Explain the evolution of Sales Management.					
2.	Discuss the various types of Compensation Plans offered to Salesman.					
3.	Describe any four types of Sales Training Methods implemented by Sales Organizations.					
Q.3		t notes. (Attempt any two)				(10)
1.						
2.	Sales Quota and its importance for Salesman					
3.	Advantages of allocating Sales Territory to Salesman					
4.	Objectives	of sales displays				
Q.4	Select the Correct Alternatives (Attempt Any Ten) (1					(10)
1.						
	task to the group members.					
	a) Co	ntrol	b)	Planning		
	c) Co	ordination	d)	Organizin	g	
2.	Small sales	organizations usually have	coi	ntrol.		
	a) Inf	ormal	b)	Formal		
	c) No	minal	d)	Liberal		
3.	Excellent is required for effective and efficient functioning of Committee					
	Sales Organ	nization				
	a) Dir	rection	b)	Coordinat	ion	
	c) Co					

4.	In sales organization the held more frequently in a year.				
	a) National Sales Meeting	b) Regional Sales meeting			
	c) Local Sales Meeting	d) International Sales Meeting			
5.	A short term incentive provided to custome	ers by marketers with the objective of gaining			
	quick sales is termed as				
	a) Publicity	b) Advertising			
	c) Sales Promotion	d) Public relations			
6.	Trade promotional schemes are offered by marketers to				
	a) Consumers	b) Employees			
	c) Retailers	d) None of the above			
7.	To monitor & analyze the performance of the sales force is				
	c) Sales Forecasting	d) Controlling			
	c.) Budgeting	d) Staffing			
8.	Which one of the following is the oldest media?				
	a) Radio	c) Television			
	b) Magazine	d) News paper			
9.	An agreement enforceable by Law is a				
	a) Contact	c) Contrast			
	b) Contract	d) Conduct			
10.	. The most advanced method of Sales Training is				
	a) On the job training	c) Lecture			
	b) Case study discussion	d) Programmed Learning			
11.	The first step in 'Controlling Process' is				
	a) Evaluating the performance	b) Taking Corrective measures			
	b) Measuring Actual Performance	c) Setting Performance standards			
12.	F.O.B. stands for				
	a) Free On Bill	b) Free On Board			
	b) Free on Bond	c) None			
