

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

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

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**Date: 08/12/2022**

**Total marks: 100**

**Time: 2.00 pm to 05.00 pm**

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**Instruction: All questions are compulsory.**

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

1. What are the key objectives of Sales Promotion? Elaborate various types of Consumer Sales Promotion techniques implemented by marketers.
2. Elaborate the essential qualities of an effective Sales Manager.
3. 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?
4. What are the key qualities required to become an effective Sales Manager? Discuss.

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

1. Discuss the key objectives of imparting Sales Training to Salesman.
2. Explain in brief the importance of 'Planning' function in Sales Management.
3. Define the Sales Quota. What are the objectives of Sales Quotas.?
4. Describe the role of Internet in Promotion.
5. Explain why the sales organizational structure is necessary?

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

1. Internet – An effective media of Promotion
2. Sales Quota and its importance for Salesman
3. Television as an effective Advertising Media
4. Objectives of setting a Sales Organization
5. Essentials of the good sales trainer
6. Types of Compensation Plans for the Salesman

**Q.4A. Answer in one Sentence (Attempt any five) (10)**

1. Write down the full form of E-Advertising
2. Write any one quality of Sales Manager
3. Define Promotion
4. Define Sales Quota
5. Define Internet Promotion
6. What is meant by planning?
7. What is sales budget?

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

1. Large professional organizations have \_\_\_\_\_ control
  - a) Informal
  - b) Nominal
  - c) Formal
  - d) Flexible

2. Which of the following is the most popular search engine?
  - a) Yandex
  - b) Goolge
  - c) Baidu
  - d) Dogpile
3. 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
4. An \_\_\_\_\_ carries the topics of debate, discussion and dissemination.
  - a) Objective
  - b) Assessment
  - c) Evaluation
  - d) Agenda
5. The Contracts where there is no expression are called \_\_\_\_\_ contracts.
  - a) Immediate
  - b) Internal
  - c) Implied
  - d) Inbound
6. The most advanced method of Sales Training is \_\_\_\_\_.
  - a) On the job training
  - b) Case study discussion
  - c) Lecture
  - d) Programmed Learning
7. Which of the following is an example of Trade Promotion?
  - a) Buy One Get One Free
  - b) Display Allowances
  - c) Exchange Offer
  - d) Money back guarantee scheme
8. In Line sales organization, the Line Managers are responsible for \_\_\_\_\_.
  - a) Logistics
  - b) Marketing research
  - c) Sales
  - d) Procurement of raw material
9. 'Google ' is the world's most popular \_\_\_\_\_.
  - a) Web Site
  - b) Internet service provider
  - c) Web Portal
  - d) Search Engine
10. Which of the following is the core objective of sales promotion?
  - a) Gaining short term sales
  - b) Enhancing customer knowledge
  - c) Corporate image improvement
  - d) None
11. Planning, Direction and \_\_\_\_\_ of Personal selling is termed as Sales Management.
  - a) Protection
  - b) Promotion
  - c) Contract
  - d) Control
12. \_\_\_\_\_ are quantitative goals assigned to individual sales persons for a specified period of time.
  - a) Sales Quotas
  - b) Sales Contests
  - c) Sales Contracts
  - d) Sales Calls