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MASTER OF COMMERCE (M.COM.)
EXAMINATION : MAY - 2023
THIRD SEMESTER

Sub: Sales Promotion and Administration (MCM-312)

Date: 31/05/2023

Total marks: 100

Time: 02.00 pm to 05.00 pm

Instruction: All questions are compulsory.

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

1. Discuss the various types of Compensation Plans offered to Salesman by Sales Organizations? Which type of Compensation Plan do you think is the best? Why?
2. What are the objectives of assigning the Sales Territory to the Salesman? Explain in brief how a Salesman should manage his Sales Territory effectively?
3. Differentiate between National Sales Meeting and the Regional Sales Meeting.
4. What is the difference between Consumer Sales Promotion and the Trade Promotion techniques? Explain with the help of a few examples.
5. What are the key qualities required to become an effective Sales Manager? Discuss.

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

1. Define Sales Management. Explain the key objectives of Sales Management.
2. Explain the evolution of Sales Management.
3. Describe the role of Internet in Promotion.
4. Describe any four types of Sales Training Methods implemented by Sales Organizations.
5. Explain in brief how the Sales Territories can be managed effectively?

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

1. Types of Internet Advertisement
2. Role Playing – An effective Sales Training Method
3. Importance of National Sales Meeting
4. Key functions of Modern Advertising Agency
5. Types of compensation plans for Salesman
6. Objectives of Sales Display

Q4A. Answer in one Sentence (Any 5) (10)

1. What is meant by sales forecasting?
2. What is sales display?
3. What is a contract?
4. What is an agreement?
5. What is meant by Caveat Emptor?
6. Which is the traditional method of sales training?
7. What is sales budget?

Q4B. Select the correct Alternatives (Attempt any Ten) (10)

1. The Contracts where there is no expression are called----- contracts.
 - a) Immediate
 - b) Implied
 - c) Internal
 - d) Inbound
2. -----is the estimate of expected sales volume & Selling expenses.

