

# TILAK MAHARASHTRA VIDYAPEETH, PUNE

## MASTER OF COMMERCE (M.COM)

EXAMINATION: DECEMBER - 2023

THIRD SEMESTER

Sub: Sales Promotion and Administration (MCM-312)

Date: 09/12/2023

Total marks: 60

Time: 2.00 pm to 4.30 pm

**Instruction:** 1) All questions are compulsory. 2) Figures to the right indicate full marks.

**Q. 1 Answer the following questions. (Attempt any two) (32)**

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. Why it is essential to allocate the sales territory to Salesman? How the sales territory can be managed effectively?
4. Discuss the different types of Compensation Plans offered to Salesman along with their merits and demerits.

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

1. Discuss the key objectives of imparting Sales Training to Salesman.
2. Explain in brief the importance of 'Planning' function in Sales Management.
3. Explain why the sales organizational structure is necessary?

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

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 Sales Force Reports

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

1. A program designed to promote the company's image is called -----
  - a) Public relations
  - b) Sales Promotion
  - c) Personal selling
  - d) None
2. To control the sales force , the Sales Manager's first step is -----
  - a) Record the performance
  - b) Establishing the standards of performance
  - c) Evaluating the performance
  - d) Taking corrective action
3. Sales Meeting have communicative as well as -----value.
  - a) motivational
  - b) demoralizing
  - c) controlling
  - d) none
4. Sales Quota for a Salesman is nothing but the -----
  - a) Sales Data
  - b) Sales Index
  - c) Sales Target
  - d) None

5. -----, Direction and Control of Personal selling is termed as Sales Management.
  - a) Presentation
  - b) Planning
  - c) Protection
  - d) Purpose
6. ----- is quantitative goal assigned to individual sales persons for a specified period of time.
  - a) Maintaining quality of service
  - b) Maintaining cordial customer relationship
  - c) No of new customers to be contacted
  - d) None
7. Planning, Direction and -----of Personal selling is termed as Sales Management.
  - a) Protection
  - b) Promotion
  - c) Contract
  - d) Control
8. The traditional method of Sales training is through -----.
  - a) Lectures
  - b) Programmed Learning
  - c) Video conferencing
  - d) Case discussion
9. An agreement enforceable by Law is a -----
  - a) Contact
  - b) Comment
  - c) Contract
  - d) Content
10. The meaning of 'Caveat Emptor ' is 'Let the -----Beware'.
  - a) Buyer
  - b) Agent
  - c) Seller
  - d) All of the above
11. A special selling campaign offering incentives in the form of prizes or awards to the sales force beyond the compensation plan is called -----
  - a) Sales Coordination
  - b) Sales Contest
  - c) Sales Quota
  - d) None
12. Which type of sales training method is used by Sales Organization whose sales persons operate in far flung areas?
  - a) Training by Correspondence
  - b) Lecture
  - c) Demonstration
  - d) Role playing

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