

**BACHELOR OF COMMERCE
FIFTH SEMESTER [SPECIAL REPEAT]
SALES MANAGEMENT
BCM – 504C**

**SET
A**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

(Objective)

Marks: 20

Choose the correct answer from the following:

1 × 20 = 20

1. _____ is / are different form/s of personal selling.
 - a. Technical selling
 - b. Missionary selling
 - c. Trade selling
 - d. All of the above
2. Personal selling includes : _____
 - a. Oral Communication
 - b. Face to face interaction
 - c. Conversation with customers
 - d. All of the above
3. Free samples, discounts and coupons etc are the examples of _____.
 - a. Personal selling
 - b. Sales promotion
 - c. Sales quota
 - d. None of the above
4. The emphasis in the sales territory concept is upon _____.
 - a. Customers and prospects
 - b. Geographic region
 - c. Sales target
 - d. Organization's ability
5. One of the objective of sales organization is _____.
 - a. To build team work
 - b. To maintain co-relation
 - c. To increase managerial efficiency
 - d. None of the above
6. _____ comprises a group of customers or a geographical area assigned to a salesperson.
 - a. Sales Territory
 - b. Market potential
 - c. Sales Quota
 - d. None of the above
7. _____ refers of locating potential customers.
 - a. Prospecting
 - b. Pre-approach
 - c. Approach
 - d. None of the above
8. The flow of information in sales organization may be _____.
 - a. Horizontal
 - b. Vertical
 - c. Both a and b
 - d. None of the above
9. A sales territory is assigned to a sales _____.
 - a. Manager
 - b. Executive
 - c. Leader
 - d. None of the above

10. Sales volume quotas are set for _____.
- a. Geographical areas
 - b. Product lines
 - c. Marketing channels
 - d. All of the above
11. Sales organization helps in developing _____.
- a. Group activity
 - b. Sales force
 - c. Different Tasks
 - d. None of the above
12. Sales _____ is an amount of target sales that is assigned to the sales force.
- a. Quota
 - b. Territory
 - c. Both a and b
 - d. None of the above
13. Sales planning involve/s _____.
- a. Demand management
 - b. Sales forecasting
 - c. Sales targeting
 - d. All of the above
14. Sales department helps the organization in increasing _____.
- a. Sales revenue
 - b. Credit Sales
 - c. Sales volume
 - d. None of the above
15. USP in selling stands for _____.
- a. Unique Selling Product
 - b. Unique selling pricing
 - c. Unique selling proposition
 - d. None of the above
16. Training needs occurs at _____ levels.
- a. Operational
 - b. Organisational
 - c. Individual
 - d. All of the above
17. Sales _____ teaches to do the jobs.
- a. Target
 - b. Quota
 - c. Training
 - d. None of the above
18. Personal Conference is a _____ method.
- a. Unstructured
 - b. Informal
 - c. Both a and b
 - d. None of the above
19. _____ method is more suitable for new product or new selling techniques.
- a. Demonstration
 - b. Lecture
 - c. Personal Conference
 - d. None of the above
20. _____ types of sales organization are found in large and medium firms.
- a. Staff
 - b. Line
 - c. Both a and b
 - d. None of the above

(Descriptive)

Time : 2 Hr. 30 Mins.

[Answer question no.1 & any four (4) from the rest]

Marks : 50

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| 1. Explain in brief about the personal selling process. | 10 |
| 2. What is meant by retail selling and trade selling? | 5+5=10 |
| 3. Explain about sales territory and sales quota. | 5+5=10 |
| 4. a) What is meant by training evaluation?
b) Discuss about the various training methods. | 3+7=10 |
| 5. a) Discuss the concept of ethics.
b) Mention the importance of business ethics in selling. | 3+7=10 |
| 6. a) Explain the importance of sales training
b) Mention some of the sales training method. | 5+5=10 |
| 7. a) What is meant by sales forecasting?
b) Discuss the characteristics of an ideal salesperson. | 3+7=10 |
| 8. a) Discuss the concept of sales potential.
b) Elaborate upon the process of designing the sales territory. | 3+7=10 |

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