

Seat No. : \_\_\_\_\_

## **B.Com. Sem.-I**

Dec. 2016

### **BCOMS 102 ADV. BUSINESS MANAGEMENT (SALES MANAGEMENT)**

Time : 3 Hours

[Max. Marks : 70]

1. (A) "A salesperson must possess Bargaining & communication skill" Discuss. 6  
OR  
Discuss the various sales situations.
- (B) "A salesperson must possess problem solving skill, for any problems/ issues faced by customers / prospects" Discuss. 4  
OR  
Discuss the selling & Buying styles.
- (C) Mention clearly the concept of sales Management. 4  
OR  
Discuss the various components of Non- verbal communication.
2. (A) Discuss the planning oriented function of sales organisation. 4  
OR  
Discuss the importance of sales organisation in the Morden marketing age. Discuss its administrative functions.
- (B) Discuss the product & customer based sales organisation. 4  
OR  
Discuss the role of salesperson in context of sales organisation.
- (C) Discuss the methods to decide the strength of sales employees in a sales Department. 4  
OR  
Discuss the factors affecting the design & size of sales organisation.
3. (A) Discuss the first four stages of salesperson's selection process. 4  
OR  
Discuss the internal source of Recruitment to recruit employees.
- (B) Discuss the external source of recruitment to recruit sales employees. 4  
OR  
Explain the concept of Interview , discuss its types.

- (C) Explain the concept of recruitment, explain its present importance. 4

OR

Discuss the advantages to recruit employees from internal source of recruitment ?

4. (A) What is sales promotion ? Discuss its objectives. 6

OR

Discuss the salesman oriented , sales promotion tools.

- (B) Which are the sales promotion tools utilized, to promote / attract buyers to buy more ? 4

OR

Discuss the sales promotion strategies.

- (C) Discuss the dealer oriented, sales promotion Tools. 4

OR

Discuss the importance of sales promotion in the marketing world.

5. State whether the following statements are True or False. 14

1. We see various selling style of buyers.
2. Innovative buyers are the first to buy the new products.
3. Buyers also are in the form of a Institution / company.
4. To be successful in the sales field, a salesperson must have inborn skills.
5. We do not see various types / forms of sales organisation.
6. Customer based sales organisation have proved to be a failure.
7. MNC companies manufacturing household products.
8. India's 100% percent companies sell through direct marketing style.
9. To recruit the employees of sales organisation only internal source of recruitment is available.
10. The recruiting process of sales employees is challenging.
11. We do not see different types of tests.
12. The candidate passing the interview step in the process of selection need not pass / go through other steps of selection process.
13. The sales promotion tools does not lead to increase in sales.
14. Sales promotion tools are formed only for customers.