

Total No. of Questions : 3]

SEAT No. :

P560

[Total No. of Pages : 1

[5063] - 332

T.Y. B.Com. (Vocational)

ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT

Sales Management

(2013 Pattern) (Paper - V)

Time : 2 Hours]

[Max. Marks : 40

Instructions to the candidates:

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

Q1) What do you mean by sales training? Explain in brief methods of sales training. **[12]**

OR

Define the term Sales Management. Explain the importance of sales management.

Q2) Explain the functions and responsibilities of a sales manager. **[12]**

OR

What do you mean by Corporate Social Responsibility? Discuss the importance of Corporate Social Responsibility.

Q3) Write short notes (Any Two): **[16]**

- a) Sources of recruitment.
- b) Evaluation of sales force personnel.
- c) Types of sales quota.
- d) Elements of Customer Relationship Management.

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Ian Pickup



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