



Sanjay Ghodawat University, Kolhapur

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

2018-19

EXM/P/09/01

Year and Program: 2018-19

School of Commerce and Management

Department of SY MBA

Course Code: MMC MM609

Course Title: Sales Management And Personal Selling

Semester – III

Day and Date:

Sahdy 8/5/2019

End Semester Examination (ESE)

Time: Max Marks: 100

10:00 to 11:00 pm

Instructions:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks, Course outcomes and Levels.

Q.1	Attempt any Two	Marks	Bloom's Level	CO
a)	Describe the term Sales Management, its Meaning, Nature and Scope	07	L ₃	CO1
	OR			
a)	Explain the Relationship between Selling and Marketing	07	L ₃	CO1
b)	Clarify the term Sales Organization, its Meaning and Purpose of Sales organization.	08	L ₃	CO2
	OR			
b)	Discuss the Centralization & Decentralization in Sales Force Management	08	L ₃	CO2
Q.2	Attempt any Two			
a)	Define the term sale job analysis, its meaning, scope and benefits	07	L ₃	CO3
	OR			
a)	Explain the Training and Development of Sales Force-Planning, Executing & Evaluating Training Program.	07	L ₃	CO3
b)	Why establish Sales Territories? What are the steps in determining Sales Territories for a Firm?	08	L ₃	CO4
	OR			
b)	"Compensating Sales Persons is different from employees of other departments Explain the reasons as per statement and also write various methods of Compensation.	08	L ₃	CO4
Q.3	Attempt any Two			
a)	What is the Position of Sales Management and Personal Selling in the entire Marketing Mix? Explain.	08	L ₂	CO1

	b)	Illustrate need for 'Sales Organization' Also explain various types of 'Sales Organization Structures'.	08	L ₂	CO2
	c)	Explain the concept of Motivating sales personnel	08	L ₂	CO3
	d)	Explain the term Sales Budgets, its purpose, benefits and types	08	L ₂	CO4
Q.4		Attempt any Two			
	a)	"Success of Sales Activity is largely dependent upon good Salesmen but they are not born as good Salesman." Discuss in the context of the Modern Concept of Salesmanship	09	L ₃	CO5
	b)	Describe the various Steps involved in Personal Selling	09	L ₃	CO5
	c)	Discuss the term Negotiation in detail	09	L ₃	CO5
Q.5		Attempt any Two			
	a)	Discuss the term Services Selling in detail.	09	L ₃	CO6
	b)	Explain the concept of Selling to Rural Consumers.	09	L ₃	CO6
	c)	Explain the various Challenges faced by the Sales manager.	09	L ₃	CO6
Q.6		Attempt any Three			
	a)	Explain the concept of Sales forecasting and Factors affecting sales forecasting.	06	L ₂	CO5
	b)	Write a brief note on need of personal selling in changing marketing scenario.	06	L ₂	CO5
	c)	Discuss the concept of Industrial Selling.	06	L ₂	CO6
	d)	Discuss the Sales related Marketing Policies.	06	L ₂	CO6
