



PAX-014-0031005

Seat No. _____

**M. P. M. (Sem. X) (CBCS) (W.E.F. 2014-15 & 2015-16)
Examination**

August / September - 2020

Sales Management and Sales Promotion

Faculty Code : 014

Subject Code : 0031005

Time : 3 Hours]

[Total Marks : 80

SECTION-I

- Instructions :** (1) Attempt three questions from each section.
(2) Questions 1 and 5 are compulsory.
(3) Figure to the right indicates full marks for the respective question.
(4) Draw neat and clean diagram when required.

- 1 Answer the following questions : (Any Seven) 14**
- (1) Explain Public relation in marketing.
 - (2) Discuss Marketing communication.
 - (3) Give three examples of cash rebate.
 - (4) Define Sales management.
 - (5) Explain Employee motivation
 - (6) Define Sales force control.
 - (7) Discuss term Advertisement.
 - (8) What do you mean by Marketing Management?
 - (9) Explain Retailer as an Intermediary.
 - (10) Describe Ethics in marketing.

- 2 Answer the following questions :**
- (1) Discuss Sales force Recruitment Process in detail. **7**
 - (2) Explain various Methods of Sales Promotion. **6**

- 3** Answer the following questions :
- (1) Explain the factors determining Sales Forecasting in detail. **7**
 - (2) Discuss Sales force Compensation Methods. **6**
- 4** Answer the following questions :
- (1) Design Sales strategy for Pharma Products. **7**
 - (2) Discuss the Kinds of Sales force training in detail. **6**
- SECTION-II**
- 5** Answer the following questions : (Any **Two**) **14**
- (1) Discuss in detail - Sales force Control.
 - (2) Explain the different Sources of Sales force Recruitment.
 - (3) What is Salesmanship? Discuss Process of Selling in detail.
- 6** Answer the following questions :
- (1) Discuss essential characteristics of Personal selling. **7**
 - (2) What are essential Qualities of Sales Executives? **6**
- explain.
- 7** Answer the following questions :
- (1) Explain meaning and objectives of Sales Management. **7**
 - (2) How personal selling is useful in pharmaceutical industry? - discuss. **6**
- 8** Answer the following questions :
- (1) Write a note on Sales Budget. **7**
 - (2) Discuss any two Sales forecasting Methods. **6**