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**DHANALAKSHMI SRINIVASAN COLLEGE
OF ARTS & SCIENCE FOR WOMEN
(AUTONOMOUS)**
(For Candidates admitted from 2019-2020 onwards)



PG DEGREE EXAMINATIONS APRIL - 2021

M.Com., / M.Com(CA)., - COMMERCE

SALES MANAGEMENT

Time: 3 Hrs

Max.Marks: 75

PART - A

CHOOSE THE CORRECT ANSWER

(10X1=10)

1. Management of sales force involves _____.
 - a) Selection of salesman
 - b) Remuneration of salesman
 - c) Supervision and control of salesman
 - d) All of these
2. AIDA stands for Awareness, _____, Desire and Action.
 - a) Interest
 - b) Idea
 - c) Intensity
 - d) Involvement
3. A successful manager must possess the _____ skills.
 - a) Administrative skills
 - b) Conceptual skills
 - c) Technical skills
 - d) All of the above
4. The final stage in the personal sales process is the stage of _____.
 - a) Follow-up
 - b) Assumptive close
 - c) Trial Close
 - d) Presentation
5. Series of advertisement messages that share a single idea or theme is _____.
 - a) Advertisement Cluster
 - b) Advertisement Group
 - c) Advertisement Campaign
 - d) Advertisement Series
6. Point of Purchase Ads are also known as _____.
 - a) In-Store Advertising
 - b) Built-in Advertising
 - c) Green Advertising
 - d) Stock Advertising
7. A sales force organization under which salespeople sells their product only to the certain customers or industries is _____.
 - a) Product sales force
 - b) Customer sales force
 - c) Complex structure
 - d) Territorial sales force
8. Fringe benefit, variable amount, fixed amount, expenses are the part of _____ in Sales force Management.
 - a) Recruiting
 - b) Training
 - c) Compensating
 - d) Supervising
9. Which factors determines the building up of a sales organisation?
 - a) Organisational policy
 - b) Size of the plant
 - c) Nature of the product
 - d) All of these

10. Which of the following is a outside sources of salesman recruitment?
- a) Training and educational institutions
 - b) Employment exchanges
 - c) Attracting from other units
 - d) All of these

PART- B

ANSWER ALL THE QUESTIONS

(5X7=35)

11. a) Explain the evolution of sales manager.

(OR)

- b) State the functions of sales organisation.

12. a) Outline the categories of sales presentation

(OR)

- b) Highlights the Steps of the sales process?

13. a) Point out the steps involved in sales force management?

(OR)

- b) Explain the effective sales quota.

14. a) What are the main objectives of sales motivation?

(OR)

- b) Explain the difference methods of compensation salesman.

15. a) Write notes on i) sales job descriptions & ii) Sales compensation.

(OR)

- b) Distinguish between domestic agent and domestic merchants.

PART - C

ANSWER ANY THREE QUESTIONS

(3X10=30)

- 16. Describe the characteristics of sales organisation.
- 17. Explain the Effective customer Objection Handling.
- 18. Elaborate the types of sales quota.
- 19. Discuss the process of motivation.
- 20. Enumerate the qualities of international sales force.