

**BACHELOR OF COMMERCE  
FIFTH SEMESTER  
SALES MANAGEMENT  
BCM – 504C**

**SET  
B**

**[USE OMR SHEET FOR OBJECTIVE PART]**

Duration: 3 hrs.

Full Marks: 70

**(Objective)**

Time: 30 mins.

Marks: 20

*Choose the correct answer from the following:*

*1 × 20 = 20*

1. The objective of sales management is/are \_\_\_\_\_.
  - a. Increase in profit
  - b. Continuous growth
  - c. Both a and b
  - d. None of the above
2. Personal Conference is a \_\_\_\_\_ method.
  - a. Unstructured
  - b. Informal
  - c. Both a and b
  - d. None of the above
3. Training needs occurs at \_\_\_\_\_ levels.
  - a. Operational
  - b. Organisational
  - c. Individual
  - d. All of the above
4. Sales department helps the organization in increasing \_\_\_\_\_.
  - a. Sales revenue
  - b. Credit Sales
  - c. Sales volume
  - d. None of the above
5. Sales \_\_\_\_\_ is an amount of target sales that is assigned to the sales force.
  - a. Quota
  - b. Territory
  - c. Both a and b
  - d. None of the above
6. Sales volume quotas are set for \_\_\_\_\_.
  - a. Geographical areas
  - b. Product lines
  - c. Marketing channels
  - d. All of the above
7. The flow of information in sales organization may be \_\_\_\_\_.
  - a. Horizontal
  - b. Vertical
  - c. Both a and b
  - d. None of the above
8. \_\_\_\_\_ comprises a group of customers or a geographical area assigned to a salesperson.
  - a. Sales Territory
  - b. Market potential
  - c. Sales Quota
  - d. None of the above
9. The emphasis in the sales territory concept is upon \_\_\_\_\_.
  - a. Customers and prospects
  - b. Geographic region
  - c. Sales target
  - d. Organization's ability
10. Personal selling includes : \_\_\_\_\_.
  - a. Oral Communication
  - b. Face to face interaction
  - c. Conversation with customers
  - d. All of the above

11. \_\_\_\_\_ method is more suitable for new product or new selling techniques.
- |                        |                      |
|------------------------|----------------------|
| a. Demonstration       | b. Lecture           |
| c. Personal Conference | d. None of the above |
12. Sales \_\_\_\_\_ can help in achieving sales goals.
- |                |                      |
|----------------|----------------------|
| a. Forecasting | b. Management        |
| c. Training    | d. None of the above |
13. The term USP in selling stands for \_\_\_\_\_.
- |                               |                           |
|-------------------------------|---------------------------|
| a. Unique Selling Product     | b. Unique selling pricing |
| c. Unique selling proposition | d. None of the above      |
14. Sales planning involve/s \_\_\_\_\_.
- |                      |                      |
|----------------------|----------------------|
| a. Demand management | b. Sales forecasting |
| c. Sales targeting   | d. All of the above  |
15. Sales organization helps in developing \_\_\_\_\_.
- |                    |                      |
|--------------------|----------------------|
| a. Group activity  | b. Sales force       |
| c. Different Tasks | d. None of the above |
16. A sales territory is assigned to a sales \_\_\_\_\_.
- |            |                      |
|------------|----------------------|
| a. Manager | b. Executive         |
| c. Leader  | d. None of the above |
17. Expense quota is an example of :
- |                       |                      |
|-----------------------|----------------------|
| a. Sales volume quota | b. Budget quota      |
| c. Activity quota     | d. Combination quota |
18. One of the objectives of sales organization is \_\_\_\_\_.
- |                                      |                            |
|--------------------------------------|----------------------------|
| a. To build team work                | b. To maintain co-relation |
| c. To increase managerial efficiency | d. None of the above       |
19. Free samples, discounts and coupons etc are the examples of \_\_\_\_\_.
- |                     |                      |
|---------------------|----------------------|
| a. Personal selling | b. Sales promotion   |
| c. Sales quota      | d. None of the above |
20. \_\_\_\_\_ are the basic principles that govern behavior.
- |               |                      |
|---------------|----------------------|
| a. Ethics     | b. Rules             |
| c. Techniques | d. None of the above |
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**(Descriptive)**

Time : 2 Hr. 30 Mins.

Marks : 50

[ Answer question no.1 & any four (4) from the rest ]

- |  |        |
|--|--------|
| 1. Explain the process of designing a sales territory.   | 10     |
| 2. Define personal selling. Analyse any one theory of personal selling.  | 5+5=10 |
| 3. What is sales quota? Analyse the types of quota in selling.   | 2+8=10 |
| 4. What is meant by sales management? Discuss the process of sales management.   | 3+7=10 |
| 5. a) Discuss the concept of ethics.<br>b) Mention the importance of business ethics in selling.                               | 3+7=10 |
| 6. a) Explain the importance of sales training<br>b) Mention some of the sales training method.                                | 5+5=10 |
| 7. a) What is meant by sales forecasting?<br>b) Mention the importance of sales forecasting.                                   | 3+7=10 |
| 8. a) Discuss the concept of sales planning.<br>b) Mention in brief about the different types of sales organization structure. | 3+7=10 |

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