

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF COMMERCE (M.COM.)
EXAMINATION : MAY - 2016
THIRD SEMESTER

Sub: Sales Promotion and Administration (MCM -312/ MCM 304)

Date: 30 /05/2016

Marks: 60

Time: 2.00 pm to 4.30 pm

Instructions:

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

Q.1 Answer the following questions. (Attempt any two) (32)

1. Elaborate any four types of Trade Promotions offered by the manufacturers to its intermediaries.(Marketing channels)
2. What are the objectives of Field Sales Reports? Explain any four types of Sales Force Reports.
3. Discuss the importance of Sales Training Programmes for the Salesman. Explain any four methods of Sales Training Programme.
4. Elaborate the key skills and the qualities essential for a Sales Manager to achieve the objectives of sales management.

Q.2 Answer the following. (Attempt any one) (08)

1. What do you mean by Sales Budget? Explain its importance.
2. Discuss the vital importance of Internet as a Promotional Tool.
3. Discuss the various benefits of allocating a sales territory to a Salesman.

Q.3 Write short notes. (Attempt any two) (10)

1. Types of Sales Quota
2. Television as an effective Advertising Media
3. ‘ Planning ‘ a critical function of Sales Management
4. Caveat Emptor

Q.4 Select the Correct Alternative. (Attempt Any Ten) (10)

1. -----is a short term incentive offered to customers in order to achieve quick sales.

a) Publicity	b) Consumer Sales Promotion
c) Sales Communication	d) Advertising
2. To decide about the future course of action in the business is termed as-----

a) Planning	b) Coordinating
c) Organizing	d) Controlling

3. The first important media for advertising was-----
 - a) Television
 - b) Radio
 - c) News paper
 - d) Magazine
4. -----is usually regarded as a way to build a company's positive public image.
 - a) Personal selling
 - b) Positioning
 - c) Controlling
 - d) Public relations
5. -----of the sales meeting carries the topics of debate , discussion and dissemination.
 - a) Memorandum
 - b) Referendum
 - c) Agenda
 - d) Forum
6. Which of the following is not a Sales Promotion Technique?
 - a) Coupon
 - b) Questionnaire
 - c) Exchange offer
 - d) Samples
7. A manager can consider the training needs for its employees in the two categories as,and Continuing training needs.
 - a) Initial training needs
 - b) One time training needs
 - c) Final training needs
 - d) None
8. -----is the session of sharing ideas, views, facts, , information and experiences among the participants.
 - a) Sales Meeting
 - b) Sales reporting
 - c) Sales call
 - d) Sales reviewing
9. An agreement enforceable by Law is a -----
 - a) Contact
 - b) Caveat
 - c) Conduct
 - d) Contract
10. Which of the following is an interactive media?
 - a) Television
 - b) Radio
 - c) Magazine
 - d) Internet
11. F.O.R. stands for -----
 - a) Free on Rate
 - b) Free on Rent
 - c) Free on Rail
 - d) Free on Racks
12. Written Sales Policies is an example of
 - a) Informal Control
 - b) Formal Control
 - c) General Control
 - d) None of the above
