

B.Com Sem.-1 Examination
CE 101 (C)
Sales Management
December-2025

Time : 2-30 Hours]

[Max. Marks : 70

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|----|-----------------------------------------------------------------------------|----|
| 1. | वेयाणकर्ताना विविध कौशल्यो यर्यो. | 14 |
| | OR | |
| | बिन्-शाब्दिक माडिती संयारना विविध स्वरूपो समजावो. | 14 |
| 2. | वेयाण व्यवस्थातंत्रना विविध कार्यो यर्यो. | 14 |
| | OR | |
| | वेयाण व्यवस्थातंत्रना प्रकारो यर्यो. | 14 |
| 3. | वेयाणकर्ताना पसंढगीनी विधि यर्यो. | 14 |
| | OR | |
| | वेयाण दणनां कर्मयारीओने आंतरिक प्राप्तिस्थानमांथी पसंढ करवाना झायदाओ यर्यो. | 14 |
| 4. | वेयाण अबिवृद्धिनां वाभावाब यर्यो. | 14 |
| | OR | |
| | ग्राहकवक्षी वेयाण वृद्धिना साधनो यर्यो. | 14 |
| 5. | नीयेना ढयावो ढे पंक्तिमां समजावो: (गमे ते सात) | 14 |
| | (1) टेवी मार्केटिंग | |
| | (2) ढरीदीमां अंतिम ग्राहको (Laggards) | |
| | (3) केन्द्रित ढरीदी | |
| | (4) मिश्र वेयाण व्यवस्थातंत्र | |
| | (5) रैपिक व्यवस्थातंत्र | |
| | (6) लौगोलिक वेयाण व्यवस्थातंत्र | |
| | (7) तण्णवपूर्णा मुवाकात | |
| | (8) ढोडाणपूर्वकनी मुवाकात | |
| | (9) ववण कसोटी | |
| | (10) वेयाण वृद्धि | |
| | (11) मङ्गतनमूना | |
| | (12) मङ्गत भेट | |

P.T.O

N916-2

Seat No.: _____

B.Com., Sem.:1
CE-101 (C): Advance Business Management (Sales Management)

Time: 2:30 Hours]

[Total Marks: 70

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|----|------------------------------------------------------------------------------------|----|
| 1. | Discuss the various skills of a sales person. | 14 |
| | OR | |
| | Explain the various forms of non-verbal communication. | 14 |
| 2. | Discuss the various functions of sales organization. | 14 |
| | OR | |
| | Discuss the types of sales organization. | 14 |
| 3. | Explain the process of selection of a sales person. | 14 |
| | OR | |
| | Discuss the benefits of recruiting the sales force employee from internal sources. | 14 |
| 4. | Discuss the advantages and disadvantages of sales promotion | 14 |
| | OR | |
| | Discuss the tools of customer oriented sales promotion | 14 |
| 5. | Explain the following concepts in two sentences. (Any 7) | 14 |
| | (1) Tele marketing | |
| | (2) Laggards | |
| | (3) Centralized buying | |
| | (4) Hybrid sales organization | |
| | (5) Line organization | |
| | (6) Geographical sales organization | |
| | (7) Stress interview | |
| | (8) Depth interview | |
| | (9) Aptitude test | |
| | (10) Sales promotion | |
| | (11) Free sample | |
| | (12) Free gifts | |
