

1068

Advance Diploma Course (Add-on)

Advertising & Sales Management

Paper-I (CAS-105): Management of the Sales Force

Time allowed: 3 Hours

Max. Marks: 75

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory.

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- I. Attempt any five of the following: -
- (a) What are the various sources for recruiting the sales force in an organization?
 - (b) Explain the workload method in identifying the size of the sales force.
 - (c) What do you mean by the term 'capability gap'?
 - (d) Mention any six objectives of a good compensation plan.
 - (e) Highlight the importance of sales force management for an organization.
 - (f) Define the term sales quota.
 - (g) Describe any three methods of sales forecasting.
 - (h) Mention the various function of a sales manager. (5×3)
- II. Write a detail note on organizing the sales department on the basis of product with suitable example. (15)
- III. Describe the steps involved in the process of sales training. (15)
- IV. As a regional sales manager, you have decided to promote one of the existing sales-person for the position of branch sales manager for a new branch at Udaipur. What kind of training would you conduct for this salesperson? (15)
- V. Explain the types of sales quota set by the companies. (15)
- VI. Write a detail note on approaches of sales forecasting. (15)
- VII. Discuss any two motivational theories that are relevant to motivate the sales people in an organization with suitable examples. (15)
- VIII. What is compensation plan? Describe the steps involved in designing an effective compensation plan. (15)

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