

2065
Advanced Diploma Course (Add-on)
Advertising and Sales Management
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.

x-x-x

- I. Attempt any five of the following:-
- (a) Objectives of sales force management.
 - (b) Essential qualities of a sales manager.
 - (c) Importance of an effective selection process.
 - (d) Objectives of training process.
 - (e) How direction leads to motivate sales force.
 - (f) Write a note on central market analysis.
 - (g) What is sales planning?
 - (h) What is sales quota? (5x3)
- II. What is sales force management? Explain the different functions performed by a sales manager. (15)
- III. Discuss both external and internal sources of recruitment along with their advantages. (15)
- IV. "Trained sales force is the backbone of an organisation." In the light of the above statement, discuss different types of training and its benefits. (15)
- V. What do you mean by sales-force motivation? Explain the relevance of financial and non-financial incentives in motivating sales-force. (15)
- VI. What is performance appraisal? Discuss the relevance of an effective performance appraisal mechanism for enhancing growth of sales-force. (15)
- VII. Highlight different bases for classification of sales department with suitable examples. (15)
- VIII. Enumerate key principles of setting sales quotas. Also, discuss the problems faced by the manager in setting sales quotas. (15)

x-x-x

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Advanced Diploma Course (Add-on)
Advertising and Sales Management
Paper - II (CAS-106): Sales Promotion and Public Relations

Time allowed: 3 Hours

Max. Marks: 75

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

x-x-x

I. Attempt any five of the following:-

- a) Define sales promotion.
- b) Display and demonstration.
- c) Rebates and patronage.
- d) Handouts and leaflets.
- e) Premium.
- f) Conventions and conferences.
- g) Define any three consumer-oriented sales promotion methods.
- h) Difference between publicity and public relations. (5x3)

II. Discuss importance of sales promotion in marketing. (15)

III. Explain types of sales promotion in detail. (15)

IV. How exhibitions and fashion shows help in increasing sales? (15)

V. How an effective sales promotion program can be developed? (15)

VI. What is public relations? Discuss growing importance of public relations. (15)

VII. Explain different methods of public relations used companies to increase their PR. (15)

VIII. Discuss legal aspects of public relations. (15)

x-x-x