

2082

Advance Diploma Course (Add-on)

Advertising &amp; 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. I which is compulsory.

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- I. Attempt any five of the following: -
- (a) What is sales force management?
  - (b) What are the essential qualities of an effective sales manager?
  - (c) Difference between recruitment and selection.
  - (d) Highlight the importance of financial incentives in the process of motivation.
  - (e) What are the objectives of sales force training?
  - (f) What is sales planning?
  - (g) What do you understand by sales Quota? (5×3)
- II. What is the role of sales force management? Highlight the key functions performed by sales manager. (15)
- III. Explain the internal & external sources of recruitment with suitable examples. (15)
- IV. "Training is essential for the overall growth of employees." Justify. (15)
- V. What is sales force motivation? Explain with example the "need for power affiliation" and the "need for achievement". (15)
- VI. What do you understand by performance appraisal? Explain the different methods of performance appraisal of sales force. (15)
- VII. Explain the different types of compensation plans for sales force. (15)
- VIII. What are the different principles of setting sales quota? (15)

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