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T.Y. B.Com. EXAMINATION, 2013

ADVERTISING, SALES PROMOTION AND SALES

MANAGEMENT

Paper V (Vocational)

(Sales-force Management)

(2008 PATTERN)

Time : Two Hours

Maximum Marks : 40

N.B. :— (i) All questions are compulsory.

(ii) Figures to the right indicate full marks.

1. What are the objectives of setting sales quota ? [12]

Or

Briefly explain the methods of training.

2. Discuss the various tools of public relations. [12]

Or

What are the methods of motivation ?

P.T.O.

3. Write short notes on (any *two*) :

[16]

- (a) Concept of sales management
- (b) Internal sources of recruitment
- (c) Elements of customer relationship management
- (d) Sales forecasting.

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