

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

B.VOC- SEMESTER-I EXAMINATION – SUMMER 2022

Subject Code:1112204

Date:03-08-2022

Subject Name:Skills for effective sales

Time:10:30 AM TO 12:30 PM

Total Marks:50

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Simple and non-programmable scientific calculators are allowed.

	Marks
Q-1 (a) Discuss sales process in detail.	5
(b) Explain the concept of sales territory.	5
Q-2 (a) Discuss the functions of selected leader.	5
(b) Briefly discuss various classifications of personal selling approaches.	5
OR	
(b) Explain the concept of sales organization in detail.	5
Q-3 (a) Briefly discuss concept of sales quotas.	5
(b) Discuss different sales forecasting approaches.	5
OR	
Q-3 (a) What is Sales Management? Explain role of Modern Sales Manager.	5
(b) Discuss leadership models of Sales Management.	5
Q-4 (a) What is qualification required to be a sales person?	5
(b) What are the different types of selling situations?	5
OR	
Q-4 (a) How you can evaluate sales person's performance?	5
(b) What are the problems in leadership?	5
Q-5 (a) What are different performance evaluation methods?	5
(b) Discuss various types of sales Manager and different positions.	5
OR	
Q-5 (a) Briefly discuss guidelines for motivating and rewarding sales people.	5
(b) Explain key issues in evaluating and controlling salespersons performance.	5
