

GUJARAT TECHNOLOGICAL UNIVERSITY**B.VOC - SEMESTER- I EXAMINATION – SUMMER 2024****Subject Code: 1112204****Date:31-05-2024****Subject Name: Skills for effective sales****Time:02:30 PM TO 04:30 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.

- Q.1 (a)** What are the key steps involved in the sales process? Discuss. **05**
- Q.1 (b)** What is Sales Management? What are the required qualifications and skills for a sales person. **05**
- Q.2 (a)** Which approaches are commonly used for sales forecasting? **05**
- Q.2 (b)** Explain the concepts of sales quote and sales territory. **05**
- OR**
- Q.2 (b)** What do you mean by the term “Selling Strategy”? Discuss any two strategies in brief. **05**
- Q.3 (a)** What is sales leadership? Explain the leadership model for sales management. **05**
- Q.3 (b)** Describe the various problems in leadership in detail. **05**
- OR**
- Q.3 (a)** Discuss the various guidelines for motivating and rewarding sales people. **05**
- Q.3 (b)** What are the primary objectives of conducting sales person performance evaluation? **05**
- Q.4 (a)** What are the key challenges involved in evaluating and controlling sales person performance? **05**
- Q.4 (b)** Explain various approaches of salesperson performance evaluation. **05**
- OR**
- Q.4 (a)** Discuss the criteria for performance evaluation of a sales person. **05**
- Q.4 (b)** What are the primary roles and responsibilities of sales leadership within organization? **05**
- Q.5 (a)** Describe various types of sales Manager and levels of sales management positions. **05**
- Q.5 (b)** Explain in brief the Selling Situation Contingencies. **05**
- OR**
- Q.5 (a)** What do you understand by the term ‘Sales Organization’? Explain. **05**
- Q.5 (b)** Discuss the features of sales leadership. **05**
