

**GUJARAT TECHNOLOGICAL UNIVERSITY**

**B.VOC- SEMESTER-I EXAMINATION – SUMMER 2025**

**Subject Code:1112204**

**Date:28-05-2025**

**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.

		<b>Marks</b>
<b>Q.1</b>	<b>(a)</b> What is Sales Management? Why it is important?	<b>05</b>
	<b>(b)</b> Clarify following classification of Personal Selling approach: 1. Need Satisfaction Selling 2. Consultative Selling	<b>05</b>
<b>Q.2</b>	<b>(a)</b> Describe characteristics of effective sales manager.	<b>05</b>
	<b>(b)</b> What are the seven stages of sales process?	<b>05</b>
<b>OR</b>		
	<b>(b)</b> Explain any five sales forecasting techniques.	<b>05</b>
<b>Q.3</b>	<b>(a)</b> How to set sales quota explain various types of quota.	<b>05</b>
	<b>(b)</b> What are the different approaches to evaluating sales performance?	<b>05</b>
<b>OR</b>		
<b>Q.3</b>	<b>(a)</b> Explain Model of Leadership for Sales Management.	<b>05</b>
	<b>(b)</b> Describe various financial and nonfinancial rewarding methods.	<b>05</b>
<b>Q.4</b>	<b>(a)</b> What are the key issues in Evaluating and Controlling Salesperson Performance,	<b>05</b>
	<b>(b)</b> Important Qualification and skill required for sales person?	<b>05</b>
<b>OR</b>		
<b>Q.4</b>	<b>(a)</b> What is sales territories management?	<b>05</b>
	<b>(b)</b> Describe guideline for motivating sales force.	<b>05</b>
<b>Q.5</b>	<b>(a)</b> Write short note on –Problem solving selling	<b>05</b>
	<b>(b)</b> Key components of Performance Evaluation	<b>05</b>
<b>OR</b>		
<b>Q.5</b>	<b>(a)</b> Explain critical sales leadership challenge.	<b>05</b>
	<b>(b)</b> Short note on: Selling Situation Contingencies.	<b>05</b>

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