

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

BVOC - SEMESTER I – EXAMINATION – WINTER 2021

Subject Code:1112204

Date:23/03/2022

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 different classification of personal selling approaches.	05
	(b) Briefly explain sales process.	05
Q.2	(a) What are two different sales forecasting approaches?	05
	(b) Explain the concept of sales territory.	05
	OR	
	(b) What are the functions of selected leader?	05
Q.3	(a) Discuss various problems in leadership in detail.	05
	(b) Explain in detail guidelines for motivating and rewarding sales people.	05
	OR	
Q.3	(a) Discuss leadership models of Sales Management.	05
	(b) What are different performance evaluation methods?	05
Q.4	(a) Explain various approaches of salesperson performance evaluation.	05
	(b) Discuss key issues in evaluating and controlling salespersons performance	05
	OR	
Q.4	(a) Define Sales Management, explain role of Modern Sales Manager.	05
	(b) Describe various types of sales Manager and levels of sales management positions.	05
Q.5	(a) Discuss various types of selling situations.	05
	(b) Briefly explain concept of sales quotas.	05
	OR	
Q.5	(a) What is qualification required for salesperson?	05
	(b) Discuss the concepts of sales organization.	05
