

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

BVOC- SEMESTER-I EXAMINATION – WINTER 2022

Subject Code:1112204

Date:01-03-2023

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.

- Q.1** (a) Explain the importance of skills which are required for effective sales? **5**
(b) What are the steps of selling process? **5**

- Q.2** (a) What is sales forecasting? Explain its importance as a major function of sales? **5**
(b) What are the basic qualification and skills requirement for becoming a sales Manager? **5**

OR

- (b) Explain the difference between sales quota and sales territory? **5**
- Q.3** (a) What is sales leadership? Explain the leadership model for sales management? **5**
(b) Explain the various guidelines used for motivating and rewarding sales people? **5**

OR

- Q.3** (a) Explain the difference of stimulus response selling and mental states selling approaches of selling.? **5**
(b) What are the selling situation contingencies? How it can be matched with different strategies of sales? **5**

- Q.4** (a) What are the basic purposes of sales person's performance evaluation? **5**
(b) What are the approaches used for performance evaluation of sales people? **5**

OR

- Q.4** (a) What are the basic issues faced by managers in evaluating and controlling Salesperson's performance? **5**
(b) What are the methods of performance evaluation of sales people? **5**
- Q.5** (a) What are the characteristics of an effective sales manager? **5**
(b) Explain the basic characteristics of sales organization? **5**

OR

- Q.5** (a) What are the basic criteria of evaluation of performance of sales people? **5**
(b) What problems can be seen in leadership in case of sales people? **5**
