

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

B.VOC- SEMESTER- I EXAMINATION – WINTER 2023

Subject Code:1112204

Date:01-01-2024

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)** What Do You Mean By Sales Management? Discuss the Skills required for Sales Person. **05**
- (b)** Describe In Detail Classification Of Personal Selling Approaches. **05**
- Q.2 (a)** Briefly Explain Sales Process. **05**
- (b)** Discuss Any Two Selling Strategies. **05**
- OR**
- (b)** Explain The Concept Of Sales Territory with Example. **05**
- Q.3 (a)** Discuss The Selling Situation Contingencies. **05**
- (b)** What Do You Mean By Sales Quotas? Explain With Example **05**
- OR**
- Q.3 (a)** Explain in detail guidelines for Compensation Structure to Sales People. **05**
- (b)** What do you Mean by Sales Forecasting? Discuss Methods of Sales Forecasting. **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)** What do you mean by Sales Leadership? Discuss the Features of It. **05**
- (b)** Which are the main functions of Sales Leadership? **05**
- Q.5 (a)** Discuss various types of selling situations. **05**
- (b)** Discuss the concepts of sales organization. **05**
- OR**
- Q.5 (a)** Discuss the Salesman Performance Evolution Methods. **05**
- (b)** Discuss the Purposes of Salesman Performance Evolution. **05**
