

GUJARAT TECHNOLOGICAL UNIVERSITY

B.VOC- SEMESTER-I EXAMINATION – WINTER 2024

Subject Code:1112204

Date:30-12-2024

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 required Skills For Sales Person. **05**
(b) Discuss The Personal Selling Process. **05**
- Q.2** (a) Explain the Personal Selling Approaches. **05**
(b) Discuss Any Two Selling Strategies with example. **05**
- OR**
- (b) How one can Become an Effective Sales Manager? **05**
- Q.3** (a) Discuss Methods Of Sales Forecasting. **05**
(b) Explain Sales Organization Concepts in your words. **05**
- OR**
- Q.3** (a) If You Are A Marketing Manager Of ABC Pharmaceuticals Ltd. Plan Your Sales Quotas. **05**
(b) Explain Selling Situation Contingencies? **05**
- Q.4** (a) What Do You Mean By Sales Leadership? Discuss The Features Of It. **05**
(b) How Can We Controlling Salespersons Performance? **05**
- OR**
- Q.4** (a) Discuss The Main Functions Of Sales Leadership? **05**
(b) How can we Motivate the Sales Person? Discuss it. **05**
- Q.5** (a) What do you mean by Sales Person Performance Evaluation? Discuss the Criteria for It. **05**
(b) What Do You Mean By Sales Organization? Explain it with example. **05**
- OR**
- Q.5** (a) Discuss The Salesman Performance Evolution Methods. **05**
(b) Discuss the Importance Of Salesman Performance Evolution. **05**
