

GUJARAT TECHNOLOGICAL UNIVERSITY

B.VOC- SEMESTER-I EXAMINATION – WINTER 2025

Subject Code:1112204

Date:03-12-2025

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 main sales levels. **05**
(b) Explain the selling Process in detail. **05**
- Q.2** (a) What is Sales Forecasting? Discuss its importance. **05**
(b) Write a note on classification of personal selling approach. **05**
- OR**
- (b) Write a note on Methods of Sales Forecasting. **05**
- Q.3** (a) What is Sales Quota? Discuss its main objectives. **05**
(b) What is Personal Selling? Explain with suitable example. **05**
- OR**
- Q.3** (a) What do you mean by Sales Strategy? Discuss in detail. **05**
(b) Discuss Sales Leadership in detail. **05**
- Q.4** (a) What are the important functions of selected leader? **05**
(b) Explain Compensation Structure to sales person. **05**
- OR**
- Q.4** (a) Write a detailed note on Motivation and Reward System. **05**
(b) Discuss various approaches of salesperson performance evaluation. **05**
- Q.5** (a) Write a note on Salesman Performance Evolution Methods. **05**
(b) What is Sales territory? Discuss its importance. **05**
- OR**
- Q.5** (a) Discuss key issues to evaluate and control salesperson's performance. **05**
(b) Why Performance Evolution of a Salesman is required? Discuss in detail. **05**
