

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF COMMERCE (M.COM.)
EXAMINATION : DECEMBER - 2024
THIRD SEMESTER

Sub: Sales Promotion and Administration (MCM-312)

Date: 06/12/2024

Total marks: 100

Time: 2.00 pm to 05.00 pm

Instruction: 1) All questions are compulsory.

2) Figures to the right indicate full marks.

Q. 1. Answer the following questions. (Attempt any two) (30)

1. 'Sales Manager to be effective and result oriented needs special qualities. Elaborate
2. Explain any four types of Sales Training Methods used by Sales Organizations to impart the training to its salesmen. Also state the objectives of Sales Training Programmes.
3. Discuss the importance of Sales Territory. Explain how the Sales Territories can be managed effectively.
4. Elaborate the key factors essential for analyzing a Sales Personnel's Qualitative Performance.

Q.2 Answer the following questions. (Attempt any three) (30)

1. Advantages of allocating Sales Territory to Salesman
2. Explain how the Internet can be used as an effective promotional tool?
3. Explain in brief the different types of Trade Promotion Techniques.
4. Discuss the benefits of allocating the Sales Territory to Salesman?
5. Elaborate the importance of Television as a key advertising media.

Q.3 Write short notes. (Attempt any four) (40)

1. Television as an effective Advertising Media
2. Internet as a promotional tool
3. Advantages of allocating Sales Territory to Salesman
4. Types of Sales Quota
5. Key objectives of Sales Management
6. Importance of Sales Quotas