

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF COMMERCE (M.COM)
EXAMINATION : MAY - 2025
THIRD SEMESTER

Sub: Sales Promotion and Administration (MCM-312)

Date: 19/05/2025

Total marks: 100

Time: 10.00 am to 1.00 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. What are the objectives of trade promotion & Explain different types of trade promotion used by manufactures?
2. What are the factors affecting the organizational structure of sales department? Describe different types of sales organization structures.
3. Discuss the role of internet as a media with suitable examples.
4. What are negotiable instruments? Write down the types of Negotiable instruments.

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

1. Explain in detail parameters for evaluation of sales training programme.
2. Define Sales Quotas and state their objectives.
3. Write down the difference between sale and agreement to sell.
4. Explain "Breach of Contract" in the context of Indian contract act, 1872.
5. What are the qualities required in an effective sales head.

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

1. Territory Management
2. Portals
3. Search Engine
4. Mobile internet
5. Types of Web sites.
6. Specimen of Promissory Note