



SEAT No. _____

No. of Printed Pages: 1

[12]

SARDAR PATEL UNIVERSITY

B.COM. (V SEM) EXAMINATION

WEDNESDAY, 28TH SEPT., 2022
03-30 P.M. TO 05-30 P.M.

ADVERTISING, SALES *Promotion* & SALES MANAGEMENT: UB05CCOM08

Total Marks: 60

NOTE: ATTEMPT ANY FOUR QUESTIONS

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|-----|------------------------------------------------------------|----|
| Q-1 | Define Sales Management and discuss its importance. | 15 |
| Q-2 | Explain the qualities of a Sales Manager. | 15 |
| Q-3 | State the importance of recruitment & discuss its sources. | 15 |
| Q-4 | Describe the selection procedure in detail. | 15 |
| Q-5 | Discuss the principles of training. | 15 |
| Q-6 | State the limitations of training. | 15 |
| Q-7 | What is the need of sound Remuneration Plan? | 15 |
| Q-8 | Explain the factors affecting Remuneration plan. | 15 |

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