Paper Code - 3014

B.Com. Semester-I (Old Course)
July - Sept -2021

Sales Management **(Theory)**

કુલ સમય :– ૬૦ મીનીટ **કુલ પ્રશ્નો : ૫૦** **વિદ્યાર્થીએ ટીક કરવાના પ્રશ્નો : ૩૫**
નોંધ : વિદ્યાર્થીએ માત્ર ૩૫ પ્રશ્નો જ ટીક કરવાના રહેશે. જો વધારે ટીક કરેલ હશે તો પ્રથમ ૩૫ પ્રશ્નો જ ગણતરીમાં લેવામાં આવશે.

1. The sales test results in _____ of the candidate
   (A) Increase (B) Decrease (C) Exactly (D) Not one
2. Salesmen are selected in _____ way
   (A) Name (B) Opinion (C) Interview (D) Not one
3. Loyal salesmen get _____ from recruitment
   (A) Internal (B) External (C) Advertising (D) None
4. Recruitment in sales department does _____ department
   (A) Purchase (B) Sale (C) Account (D) None
5. Sales growth means _____ in sales.
   (A) Decrease (B) Increase (C) Stability (D) None
6. Sales growth by salesmen is from _____
   (A) From words (B) From literature (C) From instrument (D) Not one
7. _____ of sales should be determined
   (A) Logo (B) Area (C) Road (D) None
8. _____ required to increase sales
   (A) Race (B) Exam (C) Competition (D) None
9. ____ required to increase sales by merchants
   (A) Advertising (B) Training (C) After Sales Service (D) None
10. Sales from Advertising _____
    (A) decreases (B) remains constant (C) increases (D) not a single one
11. Salesmanship is based on _____
    (A) Disbelief (B) confidence (C) Status (D) none
12. _____ awakening in customers by selling art?
    (A) Hope (B) Desire (C) Despair (D) Not one
13. Satisfied customer is the capital of _____
    (A) Company (B) Government (C) Public (D) None
14. Positive statement suggested selling the _____ meeting
    (A) Happy (B) Disgruntled (C) Successful (D) Not one
15. The art of selling is based on _____
    (A) Psychology (B) Physics (C) Biology (D) None
16. The science of sales stops where ___ begins
    (A) Information (B) Art (C) Occupation (D) None
17. Salesmanship is more ____ .
    (A) Science (B) Business (C) Arts (D) Not one
18. The purpose of sales management, sales _____ is
    (A) To reduce (B) To increase (C) To keep stable (D) Not one
19. Business progress depends on _____
    (A) Production (B) Sales (C) Export products (D) none
20. Distribution of selling works is in_____
    (A) Growth (B) Management (C) Research (D) None
21. Sales management can be according to ____
    (A) Trade (B) Work (C) Market (D) None
22. The job of the sales department is to _____
    (A) Purchase (B) Sales (C) Accounting (D) none
23. The function of the advertising department is to _____
    (A) Research (B) Sales (C) Advertising (D) None
24. Sales training is given to ____ in the training department
    (A) Salesman (B) Sales Officer (C) Sales Manager (D) None

25. Sales Growth Department plans _____
(A) Money (B) Wages (C) Sales incentives (D) None
26. _____ policy is determined in loan sales
(A) Credit (B) Cash (C) export products (D) none
27. ____ is required for sale
(A) Skills (B) Fame (C) Convenience (D) None
28. Salesmen need _____ for sale
(A) Power (B) Intelligence (C) Speed (D) not a single one
29. Sales in the department planning to recruit ____ works
(A) Salesman (B) Sales Officer (C) Sales Manager (D) None
30. Health check of salesmen is done for attendance ___
(A) Increase (B) Decrease (C) Provide (D) Not one
31. ____ required for sale
(A) Complaint (B) Suggestion (C) After Sales Service (D) None
32. Customers have to give _____ to sell
(A) Free sample (B) Money (C) Knowledge (D) None
33. Get ------ from sales
(A) Profit (B) Food (C) Knowledge (D) Not one
34. _____ are factors that contribute to the rapid growth of sales growth.
(A) Forcing to increase sales (B) More external competition
(C) Minimal differences in brands (D) All these
35. Consumer competition is an example of this
(A) Individual Sales (B) Sales Promotions (C) Advertising (D) Indirect Sales
36. It is about finding and identifying potential buyers for a product
(A) Sales (B) Minerals (C) Inevitable (D) Propaganda
37. Sales promotions can have a long-term sales effect
(A) Positive (B) Negative (C) Neutral (D) All of the above
38. If the product is related to the warranty then the price is related
(A) Retail Outlets (B) Advertisements (C) Discount (D) Attraction
39. Deciding how to promote and distribute a sales growth program is part of _____
(A) Tools (B) Objectives (C) Develop a sales promotion program (D) None of these
40. Which of the following is an example of business growth?
(A) Coupons (B) Samples (C) Save money (D) None of this
41. Provides sales growth to a wholesaler
(A) Cooperative advertising (B) Sales growth (C) Dealer sales growth (D) Trade sales growth
42. Sales are the party benefiting from the promotion
(A) Retailer (B) Manufacturer (C) Wholesaler (D) Both b and c
43. Scratching cards and receiving gifts or calling some offers immediately
(A) Lucky draw (B) Instant draw and assigned gift (C) Quantity gift (D) rebate
44. Which tool of the promotional mix includes short-term incentives that promote the purchase or sale of a product or service?
(A) Advertising (B) public relations (C) Direct marketing (D) Sales promotion
45. The manufacturer assures the customer that they will maintain the product in proper condition for a certain period of time.
(A) Pre-sale service (B) After sales service (C) Marketing Method (D) Sales Promotion
46. The purpose of the immediate or short-term increase in direct sales to consumers and merchants.
(A) Advertising (B) Direct selling (C) Sales promotion (D) Publicity
47. Consumers are willing to pay extra for a brand known as ____
(A) Brand Loyalty (B) Brand Association (C) Brand Equity (D) Brand Awareness
48. Verbal contact with potential buyers of a product for sale purposes.
(A) Individual sales (B) Direct marketing (C) Sales promotion (D) Publicity
49. When a customer gets some gift items with the product they bought, it is known as ____
(A) Price pack (B) Product combination (C) quantity GIFT (D) Lucky Draw
50. Listed price when customers are getting offer for product with low price is
(A) Refund (B) Discount (C) Lucky draw (D) Quantity gift