

(MMS-III) (Marketing.) 02.11.2019

SMSP 03

Sales Management & Sales Promotion

Roll No. _____

Total No. of questions – 4
Duration – 2hrs

Total No. of printed pages – 1
Maximum Marks – 30

All questions are compulsory

1. Explain the term - Sales Potential? Discuss in detail with examples. (8 marks)
2. What do you understand by marketing policies? Explain it with reference to Spices Industry. (7 marks)
3. Write Short Notes on: (6 marks)
 - a. Media Planning
 - b. Push and Pull Strategy
4. Write Short Notes on: (9 marks)
 - a. Recruiting Sales Personnel
 - b. Causes of Turnover of Sales Personnel
 - c. Duties of Sales Job