Before answering the question paper the candidate should ensure that they have been supplied the correct question paper. Complaints in this regard, if any, shall not be entertained after the examination.

Note: All questions carry equal marks. Ques. No. 1 is Compulsory and attempt two questions from each section.

1. (a) Differentiate between shared goal and smart goal.
   (b) Why is prospecting necessary in personal selling?
   (c) Differentiate between sales territory and sales quotas.
   (d) Differentiate between sales promotion and advertisement
       [4 x 5=20]

SECTION -A

2. Explain the evolution of sales management. [20]
3. What is personal selling? Explain its nature and objectives. [20]
4. What is sales territory? Explain the process of establishing sales territories. [20]

SECTION -B

5. Describe the right set of circumstances theory of selling. Why is it called ‘stimulus response theory’? [20]
6. What do you mean by sales promotion? What are the advantages and disadvantages of sales promotion? [20]
7. Define sales audit. Briefly explain the process of sales audit. [20]