

**Previous year VTU Question papers****Module -1****Introduction to sales management**

1. What is Sales Management? (Dec-2010)
2. What is Personal Selling? (Jan 2011,14)
3. Explain briefly the Types of personal selling? (Jun-2010, Jan-2013)
4. Explain the Emerging Trends in Sales Management (Jun 2013)
5. What are the Qualities and Responsibilities of Sales Manager?  
(Jan 2012)
6. Explain the different selling skills and selling strategies. (Jan 2012)
7. Write a note on different types of selling skills? (Dec-2012)
8. Explain briefly the selling process (Jan-2011, 2012, 2014, Jul-2012,2013)

**Module II: Sales organization**

1. What do you mean by sales organisation? (July 2012)
2. List the various Functions Influencing Structure? (Jan -2014)
3. Explain briefly the different types of organisation design? (Jan 2012)
4. Explain briefly the Sales Process Automation?( July 2012)
5. What is sales territory? Explain its advantages and disadvantages? (Jan-2010)
6. Explain the steps involved in designing a sales territory? (July-2012)
7. Write a note on sales quotas (Jan 2013)
8. Explain the different types of sales quotas? (July 2012)
9. Explain briefly Methods of setting Sales Quota? (Jan-2013)

**Module III: Recruitment and selection of sales force:**

1. Explain briefly The Recruitment process (July-2012)
2. Explain the different steps involved in selection of sales forces? (Jan-2013)
3. Explain briefly the need for training the sales force (Jan-2012, 2013,2010)
4. Explain briefly the stages in training process? (Jan 2014, Jul 2012)
5. Explain briefly the Types of Training (Jan -2013,Jul 2013)
6. List and explain the different training methods? (Jan 2013)

**Module IV: Sales force motivation**

1. What is motivation? (Jan 2013)
2. Explain briefly the Nature of motivation? (Jul 2013)
3. Explain briefly the process of motivation? (Jan 2011)
4. Explain briefly the Factors Influencing the Motivation of Sales person? (Jan 2011, Jul2014)
5. What are the Factors influencing design of compensation plan? (Jan 2012)
6. Explain the different types of compensation plan? (Jul 2013)

**Module V: Retailing**

1. What is Retail Management? (Jan 2011, 2013, 2014)
2. What are the Characteristics of Retailing? (Jan 2010)
3. Explain briefly the latest Trends in Retailing? (Jan -2014)
4. What are the factors influencing the Emergence of organized retailing? (Jan 2011)

5. What is Retail Location? (Jul 2012)
6. What are the Levels of Location Decision and its Determining Factors? (Jul-2013)
7. Explain briefly the different types of Retail Location? (Jan -2012)

### **Module VI: Setting up Retail organization**

1. Write a note on unplanned business districts (Jan 2010)
2. Explain briefly the different Planned Shopping Centers? (Jul -2012)
3. What is Trading Area? (Jan -2013)
4. List the various factors considered for Site Selection Analysis? (Jul 2013)
5. What are the factors considered for Selection of a particular shopping Centre? (Jan 2013)
6. Write a note on Location Assessment Procedures (Jul 2011)
7. Explain briefly the different layout patterns? (Jan 2013)

### **Module VII: Emergence of Organized Retailing**

1. Explain briefly the stages in Emergence of organized retailing? (Jan 2013, 2010, 2012, 2014)
2. What are the challenges of Organized Retailing? (Jan 2013, 2014)
3. Explain briefly the growth and development of retail industry in India? (Jan 2010, 2011)
4. Explain briefly the latest Trends in Retailing? (Jan 2013)

**Module VIII: Retail Pricing**

1. What is retail pricing? (Jan 2014)
2. List the Factors Influencing Pricing (Jan 2013)
3. Explain briefly the different Retail pricing strategies? (Jan 2011)
4. Write a note on retail promotion (Jan 2013)
5. What are the objectives of advertising? (Jul 2011, 2012, 2013)
6. Explain briefly the different types of advertising? (Jan 2013)
7. Explain the Popular Media Vehicles used in the Indian Retail sector (Jan 2013)
8. What is sales promotion? (Jan 2013)
9. Explain briefly supplier originated sales promotions? (Jul 2014)
10. Explain the steps in retail promotion (Jan 2013)