

**BHARATI VIDYAPEETH  
(DEEMED TO BE UNIVERSITY), PUNE (INDIA)  
School of Distance Education**

Assignment No.	01	Name of the Assignment Setter:	Prof.D. H. Malve
Course:	CBCS-2018	Class: M.Com.	Semester: II
Subject:	MARKETING –III		

Q.1	Attempt ANY ONE of the following (1000 Words):	(10)
A)	What is sales planning? Explain importance of sales planning.	
B)	What is 'sales organization'? explain various factors determining structure of sales organization	
Q.2	Attempt ANY TWO of the following (800 Words):	(10)
A)	State the factors influencing the size of sales organization.	
B)	What are the steps in the selection of sales force?	
C)	State the merits of internal source of recruitment.	
D)	State importance of sales budget.	
Q.3	Write Short Notes on (ANY TWO):	(10)
A)	Qualities of sales manager	
B)	Non-financial incentives	
C)	Training to sales force	
D)	Types of sales planning	