

[5] SARDAR PATEL UNIVERSITY**B.COM EXAMINATION-Semester III (CBCS)****NOV./DEC.-2017****MONDAY- 4TH DECEMBER, 2017****10.00 A.M. to 12.00 P.M.****UB03FCOM02-English & Business Communication-III****Total Marks: 60****Q-1 Answer the following questions:**

1. Give an account of how Edmond Dantes took revenge on Caderousse and brought about his death and destruction. (08)
2. How did Danglars, Fernand Monengo and Caderousse hatch a plot to get Edmond dantes arrested? (07)

OR**Q-1 Answer the following questions**

1. How did Edmond Dantes reach the island of Monte Cristo and find the treasure? (08)
2. How did Edmond Dantes take revenge on Fernand Mondego? (07)

Q-2 [A] Write a short note on Abbe Faria's role in Dante's life (05)**[B] Read the following passage and answer the questions that follow (10)**

Sales management is often described as the muscle behind marketing management. In fact; it does much more than providing the muscle. It is sales management that translates the marketing plan into action. Sales management will remain an indispensable and most important part of marketing management as long as corporations employ salesman to win customers and influence their attitudes. In a modern organization, sales management means the management of the total sales efforts, not just the supervision of the salesman. In fact, Sales management is to be viewed as an integrated sub-system of marketing management.

The modern Sales executive has to assume total responsibility for planning, directing and controlling the personal selling of the firm. His prime responsibility is no doubt in the crucial area of selling but his task does not stop with the achievement of the sales quotas. He has to create market standing and brand image. He is responsible for bringing in the required profits, not merely sales volume.

There are many sales executives who plan and achieve big leaps in sales volume. But it is often at the cost of profits. Sometimes converse happens. Sales executives are over-concerned with gross margins and net profits and miss the volume of Sales. Obviously, a happy balance between the two is required.

Questions:

1. What are the duties of a salesman?
2. What is the role of the sales management in the business?
3. What is expected of a sales executive today?
4. Marketing management is part of sales management (True or False)
5. Give the meaning of : indispensable, Crucial

OR**Q-2 [A] Write a short note on Character Sketch of Mercedes (05)****[B] Read the following passage and answer the questions that follow (10)**

In the twenty first century the world is a market. Trade and commerce are increasing very fast. Goods are produced and introduced in the markets of the world. All this is done by advertisements. Advertisements are a vital necessity of modern trade and commerce.

C.P.T.O.)