

Roll No.

BBA-404(N)

B. B. A. (Fourth Semester) EXAMINATION, May, 2017

(New Course)

Paper Fourth

SALES MANAGEMENT

Time : Three Hours]

[Maximum Marks : 70

[Minimum Pass Marks : 21

Note : Section A is compulsory. Attempt any *two* questions each from Section B and Section C respectively. Each question in Section A carries 3 marks and in Section B and C carries 10 marks.

Inst. : The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

Section—A

(Short Answer Type Questions)

Note : All questions are compulsory. Each question carries 3 marks.

Comment on the following :

1. (A) What is the difference between Selling and Marketing ?
 - (B) Difference between recruitment and selection.
 - (C) Showroom Displays.
 - (D) Exhibitions and Trade Fairs.

- (E) Objectives of Sales Management.
- (F) Duties of Sales Executives.
- (G) Salesmanship.
- (H) Advantages of Demonstration.
- (I) Warehousing.
- (J) Evaluation of a Salesman.

Section—B

(Long Answer Type Questions)

Note : Attempt any *two* questions. Each question carries 10 marks.

- 2. Define Sales Management and its functions.
- 3. What do you mean by 'Sales Organisation' ? State the objectives and functions of a Sales Organisation.
- 4. Explain Personal Selling. Describe in brief the techniques of Personal Selling.
- 5. What is Prospecting ? Explain the sources of prospects.

Section—C

(Long Answer Type Questions)

Note : Attempt any *two* questions. Each question carries 10 marks.

- 6. Comment on compensational plan to the sales personnels and various means of compensation.
- 7. Why a sales training is becoming a necessity in the sales organisations ? Explain with various techniques.
- 8. Define 'Channels of Distributions'. Explain the various factors that influence in channel selection.
- 9. Discuss the slection process adopted for selecting a salesman.

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