

Time: Three Hours

10

Roll No.....

BBA-404 (N)

BBA (Semester- IV) Examination-2014

New Course

Paper-Fourth

Sales Management

Time: Three Hours]

[Maximum Marks: 70

Note: Attempt all the five questions. All questions carry

14 marks.

1. Describe the evolution of sales function. What are benefits to study the history of sales?

Or

'There is no benefit to have relations with other executives' True or false in context of sales executive, Please explain with suitable example.

2. What is importance of external relations for sales department? How these relations are helpful in increasing sale?

Or

Explain the concept and purpose of sales organization.
Define line sales organization.

3. Define personal selling. What are objectives of personal selling? What are the steps involved in personal selling?

Or

Explain different types of sales executives with suitable example.

4. Define physical distribution system for sales. Is there any difference in distribution channel of product & service? Please explain.

Or

What do you understand by marketing channel? Elucidate types of marketing channel.

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5. Explain any four:

- (a) Impact of sales training
- (b) Precautions during appointing sales persons
- (c) Need satisfaction approach of selling
- (d) Functions of sales executive in organization
- (e) Characteristics of middleman

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