

Roll No. ....

## **BBA-404(N)**

### **B. B. A. (Fourth Semester) EXAMINATION, May/June, 2015**

**(New Course)**

**Paper Fourth**

**SALES MANAGEMENT**

*Time : Three Hours ]*

*[ Maximum Marks : 70*

**Note :** Attempt questions from all Sections as directed.

**Section—A**

**3 each**

**(Short Answer Type Questions)**

**Note :** All questions are compulsory.

1. (A) Define relation between marketing and sales management.
- (B) What are the main objectives of sales management ?
- (C) Write how a organisation formulates its sales functions.
- (D) "Structure defines position and relation". Explain this statement for a sales organisation.
- (E) Write key qualities of a sales executive.

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- (F) What are the major types of marketing channel that are used for distribution ?
- (G) Define the role of middlemen in the distribution of goods.
- (H) What are the key activities of salesforce management ?
- (I) To select a good candidate for selling functions. What principles are required ? Write about them.
- (J) Write the importance of good compensation plan.

Section—B

10 each

(Long Answer Type Questions)

Note : Attempt any two questions.

- 2. Role of sales management is increasing day by day. Highlight the reason with suitable examples.
- 3. Write the advantages and disadvantages of functional sales organisation.
- 4. Write AIDAS theory of personal selling.

Section—C

10 each

(Long Answer Type Questions)

Note : Attempt any two questions.

- 5. What are the main reasons behind choice of a particular channel for distribution ? Also explain the functions of these channels.
- 6. "Salesforce management starts with Job analysis and ends with performance appraisal." Write the roles of various steps involved in salesforce management.
- 7. Write the importance of Training for sales personnel.

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- 8. Efficiency of a sales force has direct relation with the remuneration provided by the organisation so suggest how an organisation designs its good compensation plan.
- 9. Write short notes on any two of the following :
  - (a) Sensitivity training
  - (b) Function of Retailing
  - (c) Situation response theory of selling
  - (d) Merchandising salesmen

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