

END TERM EXAMINATION

FIFTH SEMESTER [BBA] NOVEMBER-DECEMBER 2016

Paper Code: BBA-303

Subject: Sales Management

BBA(TTM)-303

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions including Q.No1 which is compulsory.
Select one question from each unit. All questions carry equal marks.

Q1 Do **any three** from the following:-

- (a) Define sales management and give its importance.
- (b) What are essentials of good sales training programme?
- (c) Why is sales forecast important for a company?
- (d) Explain the role of ethics in sales management.
- (e) What are the various types of compensation plans?

UNIT-I

Q2 What are the functions and responsibilities of a Sales Manager?

Q3 What are the steps in formulating sales strategy?

UNIT-II

Q4 What is personal selling? What are the various approaches and styles of selling?

Q5 Distinguish between qualitative and quantitative forecasting techniques. Give their advantages and disadvantages.

UNIT-III

Q6 How does Maslow's Theory of motivation helps in motivating the sales force?

Q7 Explain the selection procedure of sales personnel.

UNIT-IV

Q8 Explain the role of information technology in sales management.

Q9 Discuss the importance of the sales budget in the corporate budgetary process
