

(Please write your Exam Roll No.)

Exam Roll No. 03021401711

END TERM EXAMINATION

FIFTH SEMESTER [BBA] DECEMBER 2013

Paper Code: BBA303

Subject: Sales Management

BBA(TTM)303

Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions including Q.no.1 which is compulsory.

All question carry equal marks.

Q1. Explain any five of the following

- a. Emerging Trends in Sales Management
- b. Importance of motivation of sales force
- c. Steps of selection process
- d. Transactional Selling Vs. Relationship Selling
- e. Steps of evaluation of Sales Personnel
- f. Behavioral Equation Theory

Q2. Define Sales Management. Explain the nature ,scope and importance of Sales Management.

Q3. Discuss the key decision areas in sales management which are particularly relevant to strategy formulation.

Q4. Discuss the situations conducive for personal selling. Explain using suitable examples.

Also discuss the qualities of a good sales person.

Q 5 (a) Describe the methods of identifying training needs of the sales force .

(b) Discuss the factors influencing design of compensation schemes of a salesperson.

Q6 (a) How would the Sales Process differ in the following situation ?

(i) A private sector bank representative selling services to the Senior Manager of an MNC.

(ii) A Sales executive selling water purifiers to working women.

(b) What are the attributes of a good Sales Quota Plan ?

Q7. (a) Discuss the legal and ethical issues involved in Sales Management

(b) Describe the role and importance of Information Technology in Successful Sales Management.

Q 8. Write short notes on any three of the following.

(a) Determination of the size of sales force.(b) AIDAS Theory. (c) Motivation of sales force.

(d) Sales Audit
