

# END TERM EXAMINATION

FIFTH SEMESTER [BBA] DEC. 2014- JAN. 2015

Paper Code: BBA-303

Subject: Sales Management (Batch 2010)

BBA(TTM)-303

Time: 3 Hours

Maximum Marks: 75

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

- Q1 Explain the following in brief:- (3x5=15)
- (a) Types of Sales Quotas
  - (b) Steps involved in Selecting Sales Personal.
  - (c) Skills of Sales Managers.
  - (d) New trends in Sales Management
  - (e) Selling v/s Salesmanship.
- Q2 What are different types of selling situation? What is recommended for salesman in respect of each such situation? Explain the selling strategies involved in each such situation. (15)
- Q3 Explain the SPIN model of Selling (What steps are involved in Personal Selling Process) and (give a brief explanation of each step) (15)
- Q4 What are Qualitative and Quantitative models used in sales forecasting? Give a brief explanation of each method. (15)
- Q5 (a) How to determine the size of Sales force? Give methods involved.  
(b) How to organize Sales Training programme for Sales Force? What steps are involved. (15)
- Q6 What are Sales Quotas? How are they different from Sales Territories? What are the objectives of the Two? Explain the process involved in managing of Sales Territories. (15)
- Q7 Write notes on:- (2x7.5=15)
- (a) Role of Information Technology in Sales Management
  - (b) Sales Audits-Metrics Involved.
- Q8 (a) What are Sales Budgets? Give a format of the same. (7.5)  
(b) Explain the ethical issues involved Sales Management. (7.5)

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