

END TERM EXAMINATION

FIFTH SEMESTER [BBA] DECEMBER 2015

Paper Code: BBA-303

Subject: Sales Management

BBA(TTM)-303

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 Discuss the nature and Scope of Sales Management. How Selling, Salesmanship and Sales Management differ. Explain with the help of examples. (15)
- Q2 What are Sales Objectives? Give a list of Qualitative and Quantitative Objectives of Sales Management. Also highlight different Selling Strategies to accomplish these objectives. (15)
- Q3 Explain in brief different Selling theories. According to you which theory of Selling can be considered to be good based on its practicality? Give examples to illustrate your answer. (15)
- Q4 (a) Give a classification list of different types of Salesperson. (7.5)
(b) What are the objectives and methods used for motivation and compensation of Sales personnel? (7.5)
- Q5 What are Sales Budgets? What are their objectives and how are they set? Explain by drawing a format of Quarterly Sales Budget. (15)
- Q6 What are Sales Quota? What are its different types? How Quotas are set? Discuss the methods used for the same. Explain in brief with examples. (15)
- Q7 Write notes on the following:- (2x7.5=15)
(a) Legal and Ethical Issues in Sales Management.
(b) Transactional v/s Relationship Selling.
- Q8 Explain the personal Selling process in brief. Illustrate each stage of personal selling process with suitable examples. (15)