

(Please write your Exam Roll No.)

Exam Roll No.

END TERM EXAMINATION

FIFTH SEMESTER [BBA] NOVEMBER-DECEMBER 2017

Paper Code: BBA - 303

Subject: Sales Management

BBA (TTM) -303

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks each.

- Q1. a) What are the functions of Sales Manager? Explain these functions in brief.
b) What skills are required to be a Good Sales Manager? Discuss them in brief.
- Q2. What are Sales Objectives? Give a list of Qualitative and Quantitative Sales Objectives. What are the Sales Strategies that can be used to accomplish these objectives?
- Q3. a) Discuss the different types of Selling styles. Explain them with examples.
b) Discuss any three Quantitative Sales Forecasting Methods.
- Q4. Explain steps involved in Personal Selling process? Is there any difference between Marketing and Selling? If yes, explain.
- Q5. What is the importance of Sales Force Training Programmes? How these training program are conducted? Discuss the process involved in conducting training programs for newly joined Sales Force.
- Q6. Explain Sales Quota and how they are different from Sales Territories? What are the objectives behind them? How sales quotes are set? Discuss the process involved with different types of Sales Quota.
- Q7. Write short notes on:
a) Ethical issue in Sales Management
b) How to make Sales Budget. Give its format.
- Q8. What are the different approaches used for compensating Sales personnel? Discuss these approaches with examples.
