

Roll No.

Total Pages : 03

OBCQ/M-20

12394

MANAGEMENT OF SALES FORCE

AGPSM-BC (Voc)605

Time : Three Hours]

[Maximum Marks : 80

Note Attempt Five questions in all. Q. Nos compulsory.
All questions carry equal marks.

1. Write short notes on the following :

(i) Sales

(ii) Selling expenses budget

(iii) Significance of sales ethics

(iv) Sales force automation

5×4=20

2. "Sales Management is an important part of business enterprise." Explain this statement. **15**

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3. What do you mean by structure of sales organisation ? Describe the factors the determine the structure of sales organisation. **6+9=15**
4. What is the meaning of sales force management ? Explain the different sources of recruitment. **7+8=15**
5. Describe in brief the importance of sales training. Explain different methods of training salesmen. **8+7=15**
6. What do you mean by sales compensation? Explain the requirements of a sound sales force compensation plan. **5+10=15**
7. Write notes on the following : **7½×2=15**
- (i) Sales quota
 - (ii) Sales Territory

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8. "It is in the interest of business to fulfill its social responsibility towards different interested groups." Explain this statement. **15**

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9. Write notes on any of the following : $7\frac{1}{2} \times 2 = 15$

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(i) Objectives of sales force management

(ii) Personal Selling

(iii) Significance of sales ethics.