

Roll No. ....

Total Pages : 03

**BCQ/M-20**

**12369**

MANAGEMENT OF SALES FORCE-II

ASPSM B. Com. (Voc)-605

Time : Three Hours]

[Maximum Marks : 80

**Note** Q. No.1 is compulsory. Attempt questions from the remaining questions.

1. Explain the following in brief :

(i) Importance of Sales Planning

(ii) Objectives of Sales Budget

(iii) Process of framing sales territories

(iv)

(v) Methods of determining sales and cost analysis

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2. What is Sales Planning? What steps are involved in sales planning ?
3. What is Sales Budget ? Discuss the factors that should be considered while preparing Sales Budget.
4. What is a Sales Territory ? What objectives are served by sales territories ?
5. What are the objectives of Sales Quota ? Also suggest measures for effective administration of sales quota.
6. Explain the different methods of sales forecasting.
7. What is meaning of cost and sales analysis ? What is its importance ?

8. Discuss the merits and demerits of Quota system in Sales.
  
9. What are the major ethical issues involved in management of sales force ? Explain.

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