

SAC/Printed Pages: 03

**616031**  
**B.B.A. SIXTH SEMESTER EXAMINATION**  
**APRIL – MAY, 2015**  
**OPTIONAL - MARKETING**  
**SALES MANAGEMENT (M-4)**

Time: 3hrs

Max. Marks: 40

Min. Marks: 16

Note: All sections are compulsory. Marks are indicated against each section.

**SECTION – A**  
**Objective Type Questions**

Q.1 State True or False: (1 x 5 = 5)

- (i) Sales management is a part of marketing management.
- (ii) Sales planning is laborious and time consuming process.
- (iii) Sales force management is the management of sales people for best results.
- (iv) Sales territory is the basic unit of sales planning and sales control.
- (v) Sales audit is an effective tool of control of sales.

**SECTION – B**  
**Short Answer Type Questions**

(3 x 5 = 15)

Q.2. What are the functions of sales management?

**OR**

What is meant by 'customer is always right'?

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Q.3. What are the limitations of sales forecasting?

**OR**

What is a sales budget?

Q.4. Name the various techniques of sales force motivation.

**OR**

“Customized training techniques are best suited for product specific companies”. Explain.

Q.5. What are sales quotas?

**OR**

Explain operational sales management.

Q.6. What is sales audit?

**OR**

What is the significance of sales control?

**SECTION – C**  
**Long Answer Type Questions**

(4 x 5 = 20)

Q.7. ‘Sales management and marketing management are same’. Do you agree? Give reasons.

**OR**

What is the relevance of personal selling? What relevant points should be taken into account for personal selling?

Q.8. Discuss the sales strategy of any FMCG product you know in an illustrative manner.

**OR**

What is sales organization? What factors influence its structure?

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Q.9. What is selection? What stages are involved in selection process?

**OR**

What is sales training? Describe various techniques of sales training.

Q.10. What is a sales territory? What are objectives served by sales territories?

**OR**

How can sales quota be effectively used for improving sales. Give reasons and examples to prove your point.

Q.11. Define sales report. Explain the essentials of a sound sales report.

**OR**

Explain marketing cost analysis.

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