

BBA-404(N)
B. B. A. (Fourth Semester)
EXAMINATION, May, 2018
(New Course)
Paper Fourth
SALES MANAGEMENT

Time: Three Hours]

[Maximum Marks: 70

Note: Attempt questions from all Sections as directed.

Inst.: The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

Section-A

(Short Answer Type Questions)

Note: All questions are compulsory. Each question carries 3 marks.

1. (A) Explain duties and responsibilities of a sales manager.
- (B) Create the difference between marketing management and sales management.
- (C) What is the purpose of sales organisation?
- (D) What is warehousing? Explain various types of warehouses.
- (E) Explain AIDA theory of personal selling.
- (F) Explain importance and functions of personal selling.
- (G) How would you choose a suitable distribution channel ?.
- (H) Explain the different types of displays used.
- (I) What is the importance of selection of a salesman ?
- (J) What is the straight line method of remuneration for salesman ? Also explain the advantages and disadvantages of this method.

Section-B

(Long Answer Type Questions)

Note: Attempt any two questions. Each question carries 10 marks.

2. State and explain objectives and functions of sales management.
3. Examine the importance of a sales manager in a selling organisation. Explain his qualities.
4. Discuss the various forms of sales organisational structure.
5. Explain the objectives and methods of manufactures- distributive network cooperation.

Section-C

(Long Answer Type Questions)

Note: Attempt any two questions. Each question carries 10 marks.

6. Success in selling depends on salesperson's ability to handle selling process effectively. Discuss properly.
7. Explain the various levels of distribution channels with appropriate examples.
8. Discuss the recruitment and selection process of salesmen in detail.
9. What are the different popular methods of training salesman? Explain with advantages and disadvantages.