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Roll No.

BCH-604(M4)

B. COM. (H) (SIXTH SEMESTER)

MID SEMESTER

EXAMINATION, April/May, 2022

SALES MANAGEMENT

Time : 1½ Hours

Maximum Marks : 50

Note : (i) Answer all the questions by choosing any *one* of the sub-questions.

(ii) Each question carries 10 marks.

1. (a) What is Salesmanship ? What are the various tasks performed by a salesman ?

10 Marks (CO1)

OR

(b) Is salesmanship an art or science ?
Discuss.

10 Marks (CO1)

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2. (a) Discuss the steps involved in designing a sales force. 10 Marks (CO1)

OR

- (b) Discuss the seven steps of effective selling. 10 Marks (CO1)

3. (a) Highlight the importance of communication for effective selling. 10 Marks (CO1)

OR

- (b) Briefly highlight the administrative functions, operative functions and staff functions of a salesman. 10 Marks (CO1)

4. (a) Explain terms potential market, available market, qualified available market and served market. 10 Marks (CO2)

OR

- (b) Distinguish between market potential, sales potential and company demand. 10 Marks (CO2)

(3)

5. (a) What is a sales territory ? Why is it necessary ? 10 Marks (CO2)

OR

- (b) What is the importance of territory shape ? What according to you is the ideal territory shape for a company selling biscuits and cakes ? 10 Marks (CO2)

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