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Roll No.

BBA-504(M2)

B. B. A. (FIFTH SEMESTER)

MID SEMESTER EXAMINATION, 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 FAB approach to Selling ?
Describe in detail taking example of any
Consumer Durable. (CO1)

OR

(b) What is Prospecting and Cold Calling ?
Describe in detail. (CO1)

P. T. O.

(2) BBA-504(M2)

2. (a) Differentiate between 'Transactional Selling' and 'Relationship Selling'. Which type of selling is more appropriate in present time and why? (CO2)

OR

- (b) Differentiate between 'Direct Selling' and 'Sales Promotion' with the help of suitable examples. (CO2)

3. (a) Compare 'Moving Average Method' and 'Exponential Smoothing Method' of Quantitative Sales Forecasting. (CO3)

OR

- (b) Compare 'Delphi Technique' and 'Executive Pinion Method' of Qualitative Sales Forecasting. (CO3)

4. (a) Compare sales presentation methods of FMCG and Industrial selling. (CO4)

OR

- (b) Distinguish between 'Activity' and 'Volume' sales quotas. (CO4)

(3)

5. (a) Consider yourself to a Sales Head of a Multinational Pharmaceutical Company, plan a Draft which outline guidelines for Territory allocation of Medical Representatives in a zone. (CO5)

OR

- (b) Prepare a draft checklist of guidelines for Quota Allocation of Salesmen for any FMCG company of your choice. (CO5)