

Paper Code: BBA3406

School of Management, BBD University  
Program: IMBA2

Sem: IV

First Sessional Test Paper Even Semi (2023-24)  
Subject: Sales Management

Time: 60 Minutes

Max. Marks: 30

SECTION-A

(This section contains very short answer type questions)

Q. No. 1. Attempt *All parts* of the following: [5\*1 = 5]

- a) What is marketing?
- b) What is sales organization?
- c) What do you mean by Training?
- d) What do you mean by Remuneration?
- e) What is sales management?

SECTION-B

Q.No.2. Attempt *any Two* of the following:

[7.5\*2 = 15]

- a) Define 'Selling and'. Retailing. Bring out differences between Selling and Retailing.
- b) Write in detail the different forms of sales organization?
- c) What are different types of methods used in training for salesman?
- d) What are the functions of sales manager? Discuss.

SECTION-C

Q. No. 3. Attempt *any One* of the following:

[10\*1 = 10]

- a) Explain the functional relationship of sales department with other departments of organization?
- b) What are the qualities of a good salesman?
- c) Describe the various types of compensation plans available for salespersons.