

S.No. : 87

BBA 3406

No. of Printed Pages : 04

Following Paper ID and Roll No. to be filled in your Answer Book.

PAPER ID : 37124

Roll
No.

1	2	2	0	6	7	5	1	1	1
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BBA / IMBA Examination 2023-24

(Even Semester)

SALES MANAGEMENT

Time : Three Hours]

[Maximum Marks : 60

Note :- Attempt all questions.

SECTION-A

1. Attempt all parts of the following : $8 \times 1 = 8$

- (a) Explain the principles of sales.
- (b) Write the steps of the selling process.
- (c) What do you mean by 'Sales Prospects'?
- (d) What are the advantages of 'Demonstration' in selling?

/ P. T. O.

- (e) What are the roles of sales managers?
- (f) Give five important qualities of a good salesman.
- (g) What do you understand by sales quotas?
- (h) Define "sales promotions" and state its importance.

SECTION – B

2. Attempt any two parts of the following : $2 \times 6 = 12$

- (a) Differentiate between sales and marketing.
- (b) What do you mean by 'sales forecasting'?
Explain the methods of sales forecasting.
- (c) Explain any two 'theories of selling' in detail.
- (d) Discuss about the techniques of 'closing a sale'.

SECTION – C

Note :- Attempt all questions. Attempt any two parts
from each questions. $8 \times 5 = 40$

3. (a) Explain the various forms of 'sales organizations'. How is a 'functional sales organization' related to other departments in the business organization.
- (b) Discuss about the different types of training that can be provided to salesmen, after their recruitment.
- (c) Write a note on different 'types of salesmen'.
4. (a) What methods you can use to motivate the sales force?
- (b) What factors you will consider while deciding sales territories?
- (c) Differentiate between 'Consumer Sales Promotion' and 'Trade Sales Promotion'.
5. (a) Explain the A-C-M-E-E model of sales training in detail.
- (b) Explain the key components of a 'Sales Report'.

/ P. T. O.

- (c) Write a note on Buying behaviour of a consumer'
6. (a) How will you evaluate the performance of the sales force? Explain.
- (b) Discuss about the methods of handling customer objections.
- (c) Write a note on 'After sales service'.
