



## Term Evaluation (Odd) Semester Examination September 2025

Roll no.....

Name of the Course: BBA

Semester: Vth

Name of the Paper: SALES MANAGEMENT

Paper Code: BBA DSE M2

Time: 1.5 hour

Maximum Marks: 50

**Note:**

- (i) Answer all the questions by choosing any one of the sub-questions
- (ii) Each question carries 10 marks.

Q1. (10 Marks)

a. Explain the scope and importance of sales management with suitable examples. CO1

OR

b. "Direct selling and telemarketing are outdated techniques in the digital era." Comment on the validity of this statement in the current business environment. CO1

Q2. (10 Marks)

a. Define sales planning. How does **Market Potential Analysis** help in forecasting sales? CO2

OR

b. Explain the importance of **fixing sales objectives** and allocating territories in sales management. CO2

Q3. (10 Marks)

a. Describe the stages of the selling process, starting from **prospecting to closing a sale**. CO1

OR

b. What are the key steps in **sales forecasting**? Which method is most suitable for FMCG products? CO2

Q4. (10 Marks)

a. Compare B2B, B2C, SaaS, and Enterprise-based selling models. Which one do you think requires the highest level of relationship-building skills and why? CO1

OR

b. **Examine** the role of participative sales planning in improving sales force performance. CO2

Q5. (10 Marks)

a. "Sales management today is not just about selling products but also about building long-term customer relationships." Do you agree with this statement? Support your answer with examples. CO2

OR

b. Discuss the role of technology in sales analysis and how it is transforming modern selling. CO1