



## End Term (Odd) Semester Examination November 2025

Roll no.....

Name of the Course and semester: BBA Vth

Name of the Paper: Sales Management

Paper Code: BBA DSE M2

Time: 3 hour

Maximum Marks: 100

**Note:**

- (i) All the questions are compulsory.
- (ii) Answer any two sub questions from a, b and c in each main question.
- (iii) Total marks for each question is 20 (twenty).
- (iv) Each sub-question carries 10 marks.

Q1.

(2X10=20 Marks)

- a. "Sales management is not just about selling products, but about managing relationships." — Explain this statement, highlighting the importance of sales management. CO1
- b. Explain various functions of sales management. How do these functions help in achieving marketing objectives? CO1
- c. Define sampling and institutional selling. Explain their importance in sales management. CO1

Q2.

(2X10=20 Marks)

- a. Explain Sales Quota and Territory Allocation. How do these contribute to effective sales planning? CO2
- b. Define sales forecasting and state any five reasons why it is important for a business. CO2
- c. "A well-planned sales budget leads to better sales control." — Explain sales budgeting and its importance in achieving sales targets. CO2

Q3.

(2X10=20 Marks)

- a. Effective selling begins with understanding the buyer. Comment on the importance of studying buyer behavior in sales. CO3
- b. Explain how to handle buyer objections effectively. Provide examples of objection-handling techniques. CO3
- c. "Post-sale activities determine long-term success." — Discuss the importance of post-sale follow-up and customer relationship management. CO3

Q4.

(2X10=20 Marks)

- a. Explain the AIDA Model and its relevance to modern selling. CO4
- b. Compare Canned Approach and Right Set of Circumstances Theory of selling with suitable examples. CO4
- c. Critically evaluate the Buying Formula Theory. CO4

Q5.

(2X10=20 Marks)

- a. Critically analyze the importance of sales force planning in achieving organizational sales objectives. CO5
- b. Evaluate the role of training and development in improving sales force performance and motivation. CO5
- c. Examine the various methods used for evaluating the sales performance of salespersons in sales management. CO5

Note For the question paper setters:

- Question paper should cover all the COs of the course.
- Please specify COs against each question.