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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

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 : 8×1=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?

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(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 : 2×6=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. 8×5=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) Differentaite 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'.

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(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'.

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