Paper Code: BBA3406

School of Management, BBD University

Program: IMBA2 Sem: IV

First Sessional Test Paper Even Sem (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.