Paper Code: BBA3466

School of Management, BBD University

Course: IMBA2 . Sem:IV

Even Sem Second Sessional Test Paper (2023-24)

Subject: Sales Management

Time: 3 Hours Max. Marks: 60

SECTION-A

Q.1. Attempt **ALL PARTS** of the following: (8*1=8)

a. What is Retailing?
b. Define Sales.
c. What do you mean Training?
d. What do you mean by Remuneration?
e. What is Motivation?
f. What do you mean by sales territories?
g. What do you mean by prospects?
h. What is after sales services?

SECTION-B

Q.2. Attempt **ANY TWO** parts of the following: (2*6=12)

a. Explain the functional relationship of sales department with the other departments of organization?
b. You are the marketing manager of a firm manufacturing and marketing Electronics products. Prepare a plan of recruitment and selection.
c. *"Good salesman is born not trained". Do you agree with it? Give reason for your answer..*
d. *What are the methods used for handling and overcoming sales objections.*

SECTION-C

Q.3. (Attempt any **TWO PARTS** from the following) (2*5=10)

c. Define Marketing and. Bring out differences between Selling and marketing
d. Write in detail the different forms of sales organization?
e. Write in detail principles of Sales.

Q.4. (Attempt any **TWO PARTS** from the following) (2*5=10)

a. What are the duties and responsibilities of a good salesman?
b. Explain the changing role of sales forces in the current market situation.
c. 'If you pay a sales person enough you will have a well-motivated sales person.' Comment.

Q.5. (Attempt any **TWO PARTS** from the following) (2*5=10)

a. What are the sales quotas and why it is important for a sales manager to set quotas for sales people?
b. How is sales promotion defined? What are the types of sales promotion?
c. What do you mean by sales demonstration? What are its techniques?

Q.6. (Attempt any **TWO PARTS** from the following) (2*5=10)

a. What are the characteristics of prospects?
b. Write in detail the methods used by salesman in closing of sale.
c. Discuss the buying behavior of buyer.