

January - 2007

Subject Code—5875-X

B.B.A. (Third Year) EXAMINATION

(Re-appear)

BBA-305

SALES MANAGEMENT

Time : 3 Hours

Maximum Marks : 80

Note : Attempt any *Five* questions. All questions carry equal marks.

1. Define Sales Management. What are the major objectives and functions of sales management ?
2. Explain the theory of AIDAS of selling. How does it help salesperson to improve his selling skills ?
3. Explain the recruitment and selection procedure involved in the hiring of sales force in an organisation.

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4. What do you understand by Routing and Scheduling ? Explain the different techniques involved in the routing and scheduling of sales force. What are the major objectives which are achieved by this technique ?
5. How the planning and controlling of the sales force is done by the sales manager ? How does it help in evaluation of the sales force performance ?
6. Explain in detail about the main objectives in forming the organisation. What are the different types of sales organisations which are prevalent in India ?
7. What do you understand by sales territories ? On what basis can the sales territories be formed ? How does the forming of sales territories help in the better management of sales force ?
8. What are the different motivational theories which are applicable in motivating the sales forces ?

9. Explain the different methods of sales forecasting. What are the rationale behind sales forecasting ?
10. Explain the role of sales manager as an administrator and coordinator.