

Roll No.

Subject Code—2005

B.B.A. (Third Year) EXAMINATION

SALES MANAGEMENT

BBA-305

Time : 3 Hours

Maximum Marks : 80

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

1. Explain the different selling theories. What are their salient features and limitations ? **16**
2. 'Selling is target oriented.' Explain it in the content of objectives and functions of sales management. **16**
3. What do you understand by sales organisation ? Explain the different sales organisation structure. Which organisation structure you suggest for a company which is involved in direct selling ? **16**

4. 'Sales manager is at the interactive position.'
Explain the role of sales manager in handling of sales deptt. and linking with the other deptts of organisation. 16
5. What are the rationale for sales forecasting ?
Explain the different methods of sales forecasting. 16
6. Illustrate the concept of manpower planning.
On what bases the manpower planning should be done in sales deptt. ? What will be the affects of poor manpower planning ? 16
7. Elaborate the concept of routing and scheduling of sales force. How can these be used as planning and controlling device for achieving the sales objectives ? 16
8. 'Sales force performance evaluation is a constant process.' Explain it in the content of short-term and long-term evaluation methods. 16

500

9. What do you understand by motivation ? Why is it essential ? Explain the monetary and non-monetary motivational techniques which are applied to motivate the sales force. 16
10. Why are the sales territories essential ? Explain the different types of sales territories with these specific objectives. 16