

January 2009

Roll No.

Subject Code—790-X

B.B.A. (Third Year) EXAMINATION

(Re-appear)

(Old Scheme)

BBA-305

SALES MANAGEMENT

Time : 3 Hours

Maximum Marks : 80

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

1. Define Selling. Explain the reasons of the evolution of professional selling.
2. Write an essay on the role of sales manager in an organisation.
3. What is market potential ? How can the same be measured ?

4. Assume yourself as a sales manager of a pharma company. How would you plan the routes and schedule the visits of the medical representatives to the doctors ?
5. How does sales department of a company relate to other departments ?
6. What are various bases of organising a sales department ?
7. What induction techniques can be adopted by a sales manager to adjust the newly recruited sales team ?
8. "Continuous training is essential to harness the full potential of a sales team." Comment.
9. Besides monetary benefits, what are other methods of compensating and rewarding the sales team to keep them motivated ?
10. Can a sales team be subjected to close supervision ? How can a sales manager exercise control over the sales persons working in far off territories ?