

Roll No.

Subject Code—6705

B.B.A. (Third Year) EXAMINATION

BBA-305

SALES MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

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

1. Discuss the objectives, functions and scope of sales management. How has professional selling evolved over the years ?
2. What is the nature and role of a sales manager's job ? What different roles does a sales manager perform ? How he has to integrate sales function with other marketing efforts ?
3. Discuss in detail different techniques of sales forecasting.

4. How are industry sales estimated ? How are market shares of different companies calculated ?
5. What are different ways of designing sales territories ? Also discuss routing and scheduling of salespersons.
6. What are different bases for setting up a sales organization ? What are respective advantages and disadvantages of different bases ?
7. Discuss the process of manpower planning for sales department. What are major sources of recruitment of salespersons ?
8. What are different motivational tools used in sales management to get the best results from the sales staff ?
9. Write a detailed note on Controlling of Sales Efforts.

10. Write short notes on any *two* of the following :

- (a) Market Potential
- (b) Principles of determining sales organisational structure
- (c) Sales Quotas.