

Subject Code—8250-X

B.B.A. (Third Year) EXAMINATION

(Re-appear Batch 2009 Onwards)

BBA-305

SALES MANAGEMENT

Time : 3 Hours

Maximum Marks : 70

Section A

Note : Attempt any *Seven* questions. **7×5=35**

1. Define Professional Selling.
2. What are Sales Activities and Tasks ?
3. Explain Sales Manager as an administrator.
4. What is Sales Forecasting ?
5. Explain the meaning of Routing and Scheduling of Sales Force.

6. Define Sales Organisation.
7. What is Manpower Planning ?
8. Explain the need of Motivating Sales Force.
9. What is Controlling the Selling effort ?
10. Explain the need of evaluating sales force.

Section B

Note : Attempt all the questions.

11. Explain the functions of Sales Management.
Also discuss evolution of Professional Selling.

Or

Discuss co-ordination of Sales Management with other elements in marketing programme.
Give suitable examples. 12

12. Explain the significance of estimating current demand *vis-a-vis* market potential. Discuss with examples.

Or

What is Area Market Potential ? Also explain the importance of industry sales and market share. 12

13. Explain principles and bases for determining organisational structure.

Or

Why estimating manpower requirements for sales department is important ? Justify planning for recruitment and selection. 11