

Roll No. ....

Exam Code : J-19

Subject Code—0599

**B.B.A. (Third Year) EXAMINATION**

(Batch 2009 to 2017)

SALES MANAGEMENT

BBA-305

*Time : 3 Hours*

*Maximum Marks : 70*

**Section A**

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

1. Define sales contents.
2. What is the need of personal selling ?
3. Write a brief note on sales evaluation programme.
4. What is Compensation ?

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5. Discuss in detail the role of sales contests in performance evaluation.
6. What are the various functions of sales manager ?
7. How sales forecasting can be controlled effectively ?
8. What are the functions of sales management ?
9. Why motivation is necessary for sales team ?
10. Explain the concept of demand and sales forecasting.

### **Section B**

**Note :** Attempt all the questions.

11. Elaborate the process of recruitment and selection of sales force.

*Or*

Explain the techniques of training and development of the sales personnel. **12**

12. What is Sales Forecasting ? Also discuss the techniques of sales forecasting.

*Or*

Describe in detail the principles and bases for determining the organizational structure.

**12**

13. Explain the process of defining the sales territories.

*Or*

Write about the importance of current demand and market potential theories of selling by giving some examples. **11**