

Roll No.

Exam Code : M-19

Subject Code—783

B.B.A. (Third Year) EXAMINATION

(Main & Re-appear for Batch 2009-2017)

SALES MANAGEMENT

BBA-305

Time : 3 Hours

Maximum Marks : 70

Section A

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

1. Objectives of sales management.
2. Sales manager as an administrator.
3. Area market potential.
4. Routing and scheduling of sales force.
5. Objectives of sales organisation.

6. Concept of sales management.
7. Induction of sales force.
8. Controlling of sales force
9. Sales activities and tasks.
10. Motivating sales force.

Section B

Note : Attempt all the questions.

11. What are the major functions of sales management ? 12

Or

What do you understand by sales territories ?
On what basis these territories are devised ?

12. What do you understand by sales forecasting ?
Explain the different methods of demand forecasting. 12

Or

Differentiate between the recruitment and selecting process. Explain the different steps in the selection process.

13. Critically explain the co-ordination of sales deptt. with other elements of marketing programme.

Or

Critically analyse the evaluation process of sales force performance. 11