

Roll No. 0102481.....

BBA-404(N)

**B. B. A. (Fourth Semester)
EXAMINATION, May, 2018**

(New Course)

Paper Fourth

SALES MANAGEMENT

Time : Three Hours]

[Maximum Marks : 70

Note : Attempt questions from all Sections as directed.

Inst. : The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

Section—A

(Short Answer Type Questions)

Note : All questions are compulsory. Each question carries 3 marks.

1. (A) Explain duties and responsibilities of a sales manager.
- (B) Create the difference between marketing management and sales management.
- (C) What is the purpose of sales organisation ?
- (D) What is warehousing ? Explain various types of warehouses.

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[2]

BBA-404(N)

- (E) Explain AIDA theory of personal selling.
- (F) Explain importance and functions of personal selling.
- (G) How would you choose a suitable distribution channel?
- (H) Explain the different types of displays used.
- (I) What is the importance of selection of a salesman?
- (J) What is the straight-line method of remuneration for salesman? Also explain the advantages and disadvantages of this method.

Section—B

(Long Answer Type Questions)

Note : Attempt any *two* questions. Each question carries 10 marks.

- 2. State and explain objectives and functions of sales management.
- 3. Examine the importance of a sales manager in a selling organisation. Explain his qualities.
- 4. Discuss the various forms of sales organisational structure.
- 5. Explain the objectives and methods of manufactures-distributive network cooperation.

Section—C

(Long Answer Type Questions)

Note : Attempt any *two* questions. Each question carries 10 marks.

- 6. Success in selling depends on salesperson's ability to handle selling process effectively. Discuss properly.

[3]

- 7. Explain the various levels of distribution channels with appropriate examples.
- 8. Discuss the recruitment and selection process of salesmen in detail.
- 9. What are the different popular methods of training salesman? Explain with advantages and disadvantages.

BBA-404(N)

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