

Roll No.

0201956

BBA-404(N)

**B. B. A. (Fourth Semester)
EXAMINATION, May, 2019**

(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) Discuss functions of sales management.
- (B) State the factors affecting designing of sales organization.
- (C) Discuss in short the distributive network relations in short.
- (D) Explain the need and importance of personal selling.

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- (E) Write a note on "Effective Speaking" as a special quality of a successful salesperson.
- (F) Define prospecting. How will you make search for the prospects ?
- (G) State any two factors influencing the choice of channel.
- (H) Discuss the components of sales force management.
- (I) Discuss the benefits of training.
- (J) Discuss the various sources of recruitment.

Section—B

(Long Answer Type Questions)

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

- 2. Explain in detail about relations of sales executives with managers and also qualifications of sales executive.
- 3. Explain the different types of sales organization structure.
- 4. Discuss various theories of personal selling in detail.
- 5. What is the sales presentation ? Explain the essentials of effective sales presentation.

Section—C

(Long Answer Type Questions)

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

- 6. Explain wholesaling and retailing in detail.

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- 7. What is physical distribution ? Define. Also explain the various elements of physical distribution.
- 8. Explain the various methods of compensating the sales persons.
- 9. Explain the sales force planning process in detail.

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