

END TERM EXAMINATION

FIFTH SEMESTER [BBA] DECEMBER 2015

Paper Code: BBA-303

Subject: Sales Management

BBA(TTM)-303

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 Discuss the nature and Scope of Sales Management. How Selling, Salesmanship and Sales Management differ. Explain with the help of examples. (15)
- Q2 What are Sales Objectives? Give a list of Qualitative and Quantitative Objectives of Sales Management. Also highlight different Selling Strategies to accomplish these objectives. (15)
- Q3 Explain in brief different Selling theories. According to you which theory of Selling can be considered to be good based on its practicality? Give examples to illustrate your answer. (15)
- Q4 (a) Give a classification list of different types of Salesperson. (7.5)
(b) What are the objectives and methods used for motivation and compensation of Sales personnel? (7.5)
- Q5 What are Sales Budgets? What are their objectives and how are they set? Explain by drawing a format of Quarterly Sales Budget. (15)
- Q6 What are Sales Quota? What are its different types? How Quotas are set? Discuss the methods used for the same. Explain in brief with examples. (15)
- Q7 Write notes on the following:- (2x7.5=15)
(a) Legal and Ethical Issues in Sales Management.
(b) Transactional v/s Relationship Selling.
- Q8 Explain the personal Selling process in brief. Illustrate each stage of personal selling process with suitable examples. (15)

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FIFTH SEMESTER [BBA] NOV.-DEC. 2018

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Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 What kind of roles are performed by a sales manager? What are skill required by a successful sales manager?
- Q2 Explain the following:-
(a) Evolution of Sales as a profession.
(b) Recent trends in sales management.
- Q3 What is the difference between sales potential and sales forecast? Explain two important qualitative methods of sales forecasting.
- Q4 Compare and contrast the two theories of selling: 'Right set of circumstances' and 'Buying formula'. Which is more applicable in the present scenario? Why?
- Q5 What are the important steps in sales force staffing process? Which activity or part is considered most difficult in the entire staffing process and why?
- Q6 What are the different types of compensation plans for the sale persons? Which compensation plan allows an organisation significant control over salespersons and which plan is better for obtaining high sales? How and Why?
- Q7 Discuss who should evaluate salespeople and why? What are the different criteria used to evaluate sales person performance?
- Q8 Write short notes (any three)
(a) Ethical dilemmas faced by sales persons
(b) Objectives of sales audits
(c) Use of IT in sales
(d) Purpose of sales budget
