

E 2 APR 2019
Code! 20705

Seat No.

B.B.A Sem-3 Examination
Sales Management: CE-307(M)

[Time: 2.30 Hours]

[Total Marks: 70]

Q1. (a) Define and explain the objectives of sales management. (07)

Q1. (b) Explain the job of sales executive as sales co-coordinator. (07)

OR

Q1. (a) Explain different types of sales organization. (14)

Q2. (a) Explain different objectives of personal selling. (07)

Q2. (b) Explain different methods of sales forecasting. (07)

OR

Q2. Explain different theories of Personal selling. (14)

Q3. (a) Explain sales budget. (07)

Q3. (b) Explain sales territory. (07)

OR

Q3. Define and explain types of sales quota. (14)

Q4. (a) Explain different functions to be performed by sales man. (07)

Q4. (b) Explain different types of qualities required by a sales man. (07)

OR

Q4. Explain prospecting and pre-approach with reference to the personal selling process. (14)

Q5. (a) Explain methods of training sales personnel. (07)

Q5. (b) Explain compensation plan for sales force. (07)

OR

Q5. Explain recruitment and selection process of sales force. (14)