

END TERM EXAMINATION

FIFTH SEMESTER [BBA] Nov.-Dec. 2018

Paper Code: BBA-303

Subject: Sales Management

BBA(TTM)-303

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
