

END TERM EXAMINATION

FOURTH SEMESTER [BBA] JULY 2023

Paper Code: BBA-214

Subject: Sales Management

BBA(B&I)-212

Time: 3 Hours

Maximum Marks: 75

Note: Attempt five questions in all including Q.No.1 which is compulsory. All questions carry equal marks.

- Q1 Answer the following: **(Any five)**
- a) Two Theories of personal selling
 - b) Ethical dilemmas faced by sales persons
 - c) Types of compensation plans
 - d) Importance of Sales Contests
 - e) Purpose of sales budget
 - f) SPIN Model
 - g) Transactional and Value-added Relationship Selling
- Q2 What is the difference between sales potential and sales forecast? Explain two important qualitative and Quantitative methods of sales forecasting.
- Q3 Explain steps involved in Personal Selling process? Is there any difference between Marketing and Selling? If yes, explain.
- Q4 What is the importance of Sales Force Training Programmes? How these training programs are conducted? Discuss the process involved in conducting training programs for newly joined Sales Force.
- Q5
- a) How does Maslow's Theory of motivation help in motivating the salesforce?
 - b) Explain briefly the major stages in the salesforce staffing process.
- Q6
- a) Discuss the nature and Scope of Sales Management. How Selling, Salesmanship and Sales Management differ. Explain with the help of examples.
 - b) What kind of roles are performed by a sales manager? What are skill required by a successful sales manager?
- Q7 What is Sales Territory? Why it is necessary for companies to establish sales territories? Explain briefly the process of Territory management.
- Q8
- a) Describe briefly the common types of quotas set by companies for setting sales quotas.
 - b) What are Sales Objectives? Give a list of Qualitative and Quantitative Objectives of Sales Management. Also highlight different Selling Strategies to accomplish these objectives

P