

- Q.5 Discuss the various selling techniques.
- Q.6 Difference between Recruitment & Selection.
Give Selection Process.
- Q.7 What factors determine the structure of sales organisation.

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4th Sem. / DBM, DBM (IPM)

Subject : Sales Management

Time : 3 Hrs.

M.M. : 100

SECTION-A

Note: Very Short Answer type questions. Attempt any 15 parts. (15x2=30)

- Q.1 a) Define 'On the Job' Training.
- b) Give two features of Sales Management.
- c) Define Recruitment.
- d) What is Sales Management.
- e) What is Sales Planning.
- f) Define Sales Forecasting.
- g) What is Sales Territory.
- h) Define IT.
- i) Define Sales Quota.

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- j) What is Compensation.
- k) Define Motivation.
- l) What is selection.
- m) What is Sales Budgeting.
- n) What is 'Direct Selling'.
- o) Who is a Sales Manager.
- p) What is Training.
- q) What is Personal selling.
- r) What is Quota Management.

SECTION-B

Note: Short answer type questions. Attempt any ten parts
10x4=40

- Q.2
- i) Give the functions of Sales Manager.
 - ii) Importance of Sales Budgeting getting.
 - iii) How do you motivate the Sales Force.
 - iv) Different types of Quotas.

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- v) Need for setting up Sales Territory.
- vi) Difference between Sales and Marketing.
- vii) Functions of Sales Management.
- viii) Qualities of Sales Manager.
- ix) 'Cost and Profitability'-Discuss.
- x) Different types of Compensation.
- xi) 'On the job' and 'off the job' training method.
- xii) Importance of sales Forecasting.
- xiii) Concept of Sales Management.
- xiv) Principles of setting up a sales organization.
- xv) Purpose of Quotas.

SECTION-C

Note: Long answer type questions. Attempt any three questions.
3x10=30

- Q.3 Impact of IT in Sales Management. Discuss.
- Q.4 How would you determine the size of Sales Force.

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