

Following Paper ID and Roll No. to be filled in your Answer Book.

PAPER ID : 27124Roll
No.

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

B. B. A. / I. M. B. A. Examination 2021-22
(Even Semester)
SALES MANAGEMENT

Time : Three Hours]**[Maximum Marks : 60****Note :-** Attempt all questions.**SECTION - A**

1. Attempt all parts of the following :

8 × 1 = 8

- (a) What is the meaning of sales management?
- (b) Define marketing.
- (c) What is the role of a sales manager?
- (d) Who is a salesman?
- (e) What is a sales territory?
- (f) Define a sales report.

[P. T. O.