

S.No. : 453

BB A 2406

No. of Printed Pages : 03

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

PAPER ID : 27124

Roll
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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 : $8 \times 1 = 8$

- (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.]

- (g) What do you understand by a sales prospect?
- (h) What is the concept of sales promotion?

SECTION – B

2. Attempt any two parts of the following : $2 \times 6 = 12$
- (a) Differentiate between selling and marketing.
 - (b) What are the functions of a sales manager?
 - (c) What are the types of sales promotion?
 - (d) How can a sales person meet buyer's resistance?

SECTION – C

Note:- Attempt all questions. Attempt any two parts from each questions. $8 \times 5 = 40$

3. (a) What are the principles of sales?
- (b) Differentiate between selling and retailing.
 - (c) Write a note on selling theories.
4. (a) What are the responsibilities of salesman?
- (b) What is the process of sales forecasting?
 - (c) Evaluate the process of selection and training of salesmen.

5. (a) How to motivate a sales force?
(b) Discuss sales quotas and reports.
(c) Write a note on model of sales training.
6. (a) What is 'Buyers' resistance?
(b) What are the methods to handle objections of the prospects?
(c) What are the techniques to close a sale?

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