

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

**PAPER ID : 37124**Roll  
No.

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**B. B. A. (LSCM) & IMBA 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

- Define the term 'Sales management'.
- Name any two principles of sales management.
- What is the role of sales manager?
- Define the term 'Sales forecasting'.
- What is a sales territory?

**[ P. T. O.**