

S.No. : 105

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BBA 3406

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

**PAPER ID : 37124**

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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 :

$8 \times 1 = 8$

- (a) Define the term 'Sales management'.
- (b) Name any two principles of sales management.
- (c) What is the role of sales manager?
- (d) Define the term 'Sales forecasting'.
- (e) What is a sales territory?

**[ P. T. O.**



- (f) What is a sales report?
- (g) Define 'Buyers' motivation.
- (h) What does objections of the prospects mean?

### SECTION – B

2. Attempt any two parts of the following :  $2 \times 6 = 12$

- (a) What is the relationship of the sales department with various other departments in the organisation?
- (b) What are the types of salesmen?
- (c) Discuss the models of sales training.
- (d) Evaluate the various methods of handling objections of the prospects.

### SECTION – C

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

3. (a) Differentiate between sales and retailing.
- (b) Discuss the selling theories with example.
- (c) What are the key principles of sales. Discuss in detail.



4. (a) Write a note on the selection process of salesmen.  
(b) What are the techniques of sales forecasting?  
(c) How do you train a salesman after the recruitment?
5. (a) What are the various types of sales promotion?  
(b) What are the advantages of sales demonstration?  
(c) What are the basic contents of a sales report?
6. (a) Discuss in detail the types of prospects.  
(b) What are the techniques to close a sale?  
(c) Write a note on buyers resistance.

