

Roll No. :

Total No. of Questions : 9] [Total No. of Printed Pages : 3

F010502T(B)

BBA (Sem.-V) (NEP) Examination, 2024-25

(Major)

SALES MANAGEMENT

Time : 1½ Hours]

[Maximum Marks : 75

Note :1. Attempt questions from **all** sections as directed.

2. The candidates are required to answer in serial order only. If there are many parts of a question, answer them in continuation.

3. "B" Copy will not be provided.

Section-A

Short Answer Type Questions

Note : Attempt **any four** questions. Each question carries **6.25** marks. **[6.25×4=25]**

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(1)

1. (a) Discuss the evolution of sales function.
- (b) Explain the functions of sales manager.
- (c) Write a short note on qualities of sales executives.
- (d) Discuss in short about showroom and exhibition.
- (e) Explain the term Sales Organization.
- (f) Mention the factors affecting the choice of channel.
- (g) Write a short note on physical distribution.
- (h) Discuss Sales Quota in short.
- (i) Explain in short about objectives of sales manager.

Section-B

Long Answer Type Questions

Note : Attempt any two questions from the following. Each question carries 12.5 marks. [12.5×2=25]

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(2)

2. Write an essay on theories of personal selling.
3. Explain the process of personal selling process.
4. Discuss in detail on sales department external relations.
5. What do you think about distributive network relations. Explain in detail.

Section-C

Long Answer Type Questions

Note : Attempt any two questions from the following. Each question carries 12.5 marks. [12.5×2=25]

6. What is Sales Force Management ? Explain in detail about sales compensation.
7. Discuss different types of middleman and their characteristics.
8. Explain various theories of personal selling.
9. Describe the whole process of recruitment and selection of Sales Force.

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(3)

