

Mid-West University
Examinations Management Office
Surkhet, Nepal
Chance Examination-2081
1 Bachelor of Business Studies (BBS)
Semester - VII

Subject: Sales Management

Course Code: MKT 476

Full Marks: 60 Pass Marks: 30

Time: 3: 00 Hours

You are required to answer in your own words as far as applicable. Figures in the margins indicate full marks.

SECTION A: VERY SHORT ANSWER QUESTIONS (10 X 1 = 10 MARKS)

Answer **ALL** questions.

1. Define the term "sales."
2. What does the marketing concept emphasize in selling?
3. Give the meaning of a sales organization.
4. Mention any three factors that determine the sales organizational structure.
5. State any two limitations of salesmanship.
6. What does customer relationship management mean?
7. List any three factors affecting consumer buying behavior.
8. What is sales force motivation?
9. Define mixed quotas with an example.
10. Enlist any two examples of consumer promotion.

SECTION B: SHORT ANSWER QUESTIONS (3 X 8 = 24 MARKS)

Answer any **THREE** questions.

11. What is a sales manager? Discuss the leadership roles of a sales manager. [2+6]
12. How does the sales department coordinate with the HR and production departments? Explain with examples. [4+4]
13. What is a consumer? Explain the steps involved in consumer buyer behavior. [2+3+3]
14. What is a sales quota? Briefly discuss the objectives and types of sales quotas. [2+3+3]
15. Is sales promotion a part of the promotional mix? Discuss the recent trends and growth of sales promotion in a global context. [2+6]

SECTION C: LONG ANSWER QUESTIONS (2 X 13 = 26 MARKS)

Answer any **TWO** questions.

16. Describe the meaning and objectives of sales management. What types of structures are used in the context of a sales organization? Briefly explain with suitable examples. [3+5+5]
17. What are the key objectives of personal selling? Discuss the challenges and opportunities of personal selling in the digital era. [5+4+4]
18. What is a buyer? What are the objectives of understanding buyer behavior in business? Briefly discuss the trends and challenges of buyer behavior today. [2+5+6]

THE END