

Mid-West University
Examinations Management Office
Surkhet, Nepal
Chance Examination-2080
Bachelor of Business Studies (BBS)
Semester - VII

Subject: Sales Management

Full Marks: 60 Pass Marks: 30

Course Code: MKT 476

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. Mention any three roles of sales management.
2. Point out the main types of sales organizational structure.
3. State any four limitations of salesmanship.
4. Define the term customer satisfaction.
5. What does personal selling mean?
6. Mention any three features of a business buyer.
7. State the factors affecting consumer buying decision process.
8. Give the meaning of sales quota.
9. Point out the objectives of promotion.
10. Write any three tools or techniques of trade promotion.

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

Answer any **THREE** questions.

11. What do you mean by sales management? Briefly discuss the features of sales management. [2+6]
12. Distinguish between the sales organization and the sales department. Briefly explain the relationship between the sales department and human resource department. [2+6]
13. What is salesmanship? What is the significance and importance of salesmanship? Explain in brief. [2+6]
14. Define buying behavior. What are the steps involved in the business buying decision process? Explain. [2+6]
15. What is sales force management? Why should business organization manage its sales force? Illustrate with a suitable example. [2+6]

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

Answer any **TWO** questions.

16. Is sales management an art? What are the objectives and importance of sales management? Briefly explain the skills required for a good sales manager. [2+7+4]
17. Define sales organization. What are the objectives of sales organization? Point out the factors affecting sales organization. [2+7+4]
18. What is a sales territory? What are the main objectives of establishing sales territory and sales quota? Explain with examples. [2+8+3]

THE END