

MID-WESTERN UNIVERSITY
FACULTY OF MANAGEMENT
FINAL EXAMINATION: 2073
BACHELOR OF BUSINESS STUDIES (BBS)
SEMESTER - VII

Subject: Sales Management
Full Marks: 100

Course Code: MKT 476
Time: 3 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 2 = 20 MARKS)

Answer ALL questions.

- Q1. What is production concept of marketing?
- Q2. Point out any two importance of salesmanship.
- Q3. List out any two differences between recruitment and selection.
- Q4. Write the meaning of human resource department.
- Q5. State the meaning of compensation to sales force.
- Q6. Point out any two types of quotas.
- Q7. “Customers are god”. Explain in two sentences.
- Q8. Define the concept of marketing.
- Q9. What is line organization structure?
- Q10. Why should a salesman keep the knowledge about competitor’s product?

SECTION B: SHORT ANSWER QUESTIONS (6 X 8 = 48 MARKS)

Answer any SIX questions.

- Q11. What is sales organization? Explain the types of sales organizational structures. (2+6)
- Q12. Define salesmanship. Describe the limitations of salesmanship. (3+5)
- Q13. Briefly explain the types of sales organization. (8)
- Q14. What is buyer behavior? Explain the consumer’s buying process. (2+6)
- Q15. “Motivation and trainings are very essential for the sales force”. Justify. (8)
- Q16. Define sales territory. Explain the needs of sales territory. (2+6)
- Q17. State and explain the rapid growth of sales promotion. (8)
- Q18. Highlighting on the relevance, nature and significance, explain the relation of sales department with other departments in an organization. (8)

SECTION C: LONG ANSWER QUESTIONS (2 X 16 = 32 MARKS)

Answer any TWO questions.

- Q19. “Customer relation is the most challenging job”. Justify this statement. (16)
- Q20. Define sales promotion. Explain the types and objectives of sales promotion. (4+6+6)
- Q21. What is sales management? Describe the process of sales management and also explain the role of sales in society. (4+6+6)

