



MID-WESTERN UNIVERSITY
EXAMINATIONS MANAGEMENT OFFICE
MAKE-UP EXAMINATION: 2018
BACHELOR OF BUSINESS STUDIES (BBS)
SEMESTER - VII

Subject: Sales Management
Full Marks: 100

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 2 = 20 MARKS)

Answer **ALL** questions.

- Q1. Elucidate the production concept of marketing.
- Q2. Point out any two selection process of sales force.
- Q3. "Customer's satisfaction is the best media of advertisement". Justify in brief.
- Q4. Define the term sales quota.
- Q5. State the meaning of compensation to sales force.
- Q6. List out any four qualities of a sales person.
- Q7. What is business promotion?
- Q8. Introduce the term marketing concept.
- 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. "Selling is both an art and science." Discuss critically. (8)
- Q14. What is consumer behavior? State and explain the buying process of consumer. (2+6)
- Q15. "Motivation and trainings are very essential for the sales force". Justify. (8)
- Q16. What do you mean by sales territory? Explain the needs of sales territory. (3+5)
- Q17. What is salesmanship? Clarify the limitations of salesmanship. (3+5)
- Q18. Write short note on (any two): (4+4)
 - a. Personal selling
 - b. Control of sales force
 - c. Objective of sales management

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

Answer any **TWO** questions.

- Q19. Elucidate the concept of sales management. State and explain the process of sales management and also state the roles of sales in society. (4+6+6)
- Q20. Define salesmanship. State and explain the importance and limitations of salesmanship. (4+12)
- Q21. What is sales promotion? Explain the types and objectives of sales promotion. (4+6+6)