

Mid-West University
Examinations Management Office
Surkhet, Nepal
End-Semester Examinations-2082
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 sales management.
2. What is the meaning of buying behaviour?
3. What is consumer relation?
4. What is sales Quotas?
5. What do you mean by socio-cultural factors?
6. Define post purchase evaluation.
7. What do you mean by market strategies in sales?
8. What is promotional mix?
9. Define continuous process.
10. Point out any two factors determining sales management.

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

Answer any **THREE** questions.

11. Point out the process of individual buying behaviour and explain it. [8]
12. What do you mean by sales force? Illustrate the objectives of sales force. [2+6]
13. Explain the need of sales territories. [8]
14. What do you mean by salesmanship? Discuss the limitations of salesmanship. [2+6]
15. What is Sales Department? What are the main features of sales organization? [2+6]

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

Answer any **TWO** questions.

16. Define organizational buying behaviour. What are the process of organizational buying behaviour? [3+10]
17. Describe the types of organizational structure. What are the process of Sales Management? [6+7]
18. What is personal and economic factors? Describe the objectives and importance of salesmanship. [6+7]

THE END