

Mid-West University  
Examinations Management Office  
Surkhet, Nepal  
End-Semester Examination-2081  
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. Define selling as a part of the marketing concept.
2. Write down the two features of a functional sales organizational structure.
3. What does customer negotiation mean?
4. Point out the bases for establishing better customer relationships.
5. Mention any three features of organizational buying.
6. State any three ways to motivate the sales force.
7. Provide the meaning of sales force compensation.
8. Enlist any three needs of sales territories.
9. Give the meaning of budget quota.
10. List any two real-life examples of trade promotion.

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

Answer any **THREE** questions.

11. Discuss the objectives of sales management and elaborate how the process of sales management facilitates the attainment of these objectives. [4+4]
12. Define organizational structure in general. What are the types of sales organizational structures? Explain with examples. [5+3]
13. Is personal selling different from salesmanship? Briefly discuss the limitations of salesmanship. [4+4]
14. Define the concepts of sales force recruitment, selection, motivation, and compensation. Mention the primary objectives or importance of sales force management in driving sales revenue. [2+6]
15. What is a sales territory? What are the reasons for establishing sales territories using sales quotas? Explain with examples. [2+6]

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

Answer any **TWO** questions.

16. Describe the roles and responsibilities of a sales manager as a leader of the sales force. Discuss how the sales manager's leadership impacts the performance, motivation, and productivity of the sales force. Provide examples to illustrate the key aspects of effective sales leadership. [5+5+3]
17. What is a consumer? Discuss the factors that influence consumer buying behavior. Explain how marketers can leverage these factors to influence consumer purchasing decisions. [7+6]
18. Define sales promotion and explain its significance in marketing strategies. What are the reasons for the rapid growth of sales promotion in modern marketing practices? Explain in detail. [2+5+6]

**THE END**