

END TERM EXAMINATION

FOURTH SEMESTER [BBA] JUNE-2024

Paper Code: BBA-214

Subject: Sales Management

BBA(B&I)-212

Time: 3 Hours

Maximum Marks: 75

Note: Attempt five questions in all including Q.No.1 which is compulsory.

- Q1 Answer the following: (Any five) (5x5=25)
- a) 2 Recent trends in Sales Management
 - b) Steps in selecting sales force
 - c) Role of Ethics in Sales Management
 - d) ACMEE Method of sales training Programme
 - e) SPIN Model of Selling
 - f) Sales Budget
 - g) Role of IT in sales management
- Q2 a) Compare and contrast the two theories of selling: 'Right set of circumstances' and 'Buying formula'. Which is more applicable in the present scenario? Why? (6)
- b) What kind of roles are performed by a sales manager? What are skill required by a successful sales manager? (6.5)
- Q3 Explain Sales Quota and why it is important for a sales manager to set quotas for sales people? How sales quotes are set? Discuss the process involved with different types of Sales Quotas. (12.5)
- Q4 a) Describe the methods used for handling and overcoming sales objections. (6)
- b) Explain the difference between trial close and close. (6.5)
- Q5 Distinguish between qualitative and quantitative forecasting techniques. Give their advantages and disadvantages. (12.5)
- Q6 a) What are the primary sources of recruitment? What are the advantages and disadvantages of internal and external sources of recruitment? (6.5)
- b) What is the purpose of sales person performance evaluation? Describe the process in detail. (6)
- Q7 What is a Sales Territory? Why is it necessary for companies to establish sales territories? Briefly describe the procedure for designing sales territories. (12.5)
- Q8 a) What are Sales Objectives? Give a list of Qualitative and Quantitative Sales Objectives. What are the Sales Strategies that can be used to accomplish these objectives? (6)
- b) What are different motivational tools/methods that are available to sales managers? (6.5)

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