

2020

BUSINESS ADMINISTRATION — HONOURS

Fourteenth Paper

(Marketing Management Group)

[Sales Management]

Full Marks : 100

(Time : 2 hrs)

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

Group - A

(Marks: 50)

Answer *any two* questions.

25×2

1. (a) State the difference between Salesmanship and Sales Management.
(b) What are the functions of Sales Management?
2. (a) Define Sales Forecasting.
(b) Explain the significance of AIDA model in Sales Management.
3. (a) What are the different methods of prospecting?
(b) What are the main functions performed by channels of distribution?
4. Elaborate the relationship of sales department with other marketing departments.
5. (a) Mention few advantages and disadvantages of Personal Selling.
(b) What are the selling skills which are efficient and effective in sales personnel dealing with
 - (i) Credit card
 - (ii) Cosmetics.
6. Elaborate on the various selling styles under different competitive settings.
7. (a) Explain the objective of sales training.
(b) Describe, in detail, sales related marketing policies.

Please Turn Over

8. (a) Mention the techniques to improve territory productivity.
(b) Elaborately state any two quantitative techniques of forecasting sales.
9. Explain the various steps involved in the personal selling process.
10. Write short notes on (*any two*):
 - (a) Qualities of a good salesperson
 - (b) Types of closing sales
 - (c) Delphi Technique
 - (d) Sales Management skills.

Group - B
(Marks: 50)

Answer *any two* questions.

25×2

11. (a) Discuss the various factors affecting sales force motivation.
(b) Discuss Maslow's 'Hierarchy of Needs' theory with special reference to sales management.
12. (a) What are the characteristics of a good compensation plan?
(b) State the 'Sales Potential Method' of determining the size of sales force.
13. (a) Expand the acronym A-C-M-E-E in the context of designing the sales training programme.
(b) Describe any two methods of Sales Training.
14. (a) Enumerate the significance of Sales Forecasting.
(b) Discuss elaborately the 'Buyer Seller Dyad' along with a schematic presentation.
15. (a) Differentiate between 'straight salary' plan and the 'straight commission' plan in the context of sales force compensation.
(b) Elaborately state the 'Combination Plan'.
16. (a) Elaborate various types of 'Field Sales Report'.
(b) Explain in detail the 'Workload Method' of determining the sales force size by using an appropriate example.
17. A FMCG company wants dynamic young graduates within 30 years for marketing its detergent. Draw a suitable hiring policy clearly mentioning the appropriate sources for the same.
18. Define Sales Territory. What are the benefits derived from well-defined sales territory?

(3)

ABB(III)-Business Administration-H-14(M.M.Gr.)

19. Justify with suitable reasons, which compensation plan would be most effective to realize sales:

Plan A : All components of salary are fixed

Plan B : All components of salary are variable

Plan C : Components of salary are partly fixed and partly variable.

20. Write short notes on (*any two*) :

(a) External sources of Recruitment

(b) Activity Quota

(c) Types of Sales Report

(d) Incremental Method.
