

2025

SALES MANAGEMENT — MINOR

Paper : MN-4

Full Marks : 75

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

Answer *any five* questions.

2×5

1. Define sales management.
2. Which type of organisation is suitable for the functional model of sales organisation?
3. What do you mean by sales-force?
4. Write two factors for motivating the sales-force.
5. What do you mean by 'grievance management' in sales-force?
6. Define 'personal selling'.
7. Write two examples of after-sales service.
8. What do you mean by 'international marketing channel'?

Group - B

Answer *any five* questions.

5×5

9. Discuss the complexities of sales organisation.
10. Explain the objectives of sales-force motivation.
11. State the different steps in grievance management by the sales-force.
12. What is the importance of communication in buyer-seller relationships?
13. Discuss the different steps in 'personal selling'.
14. What are the key factors influencing channel selection in the international marketing?

Please Turn Over

(2930)

15. Discuss the reasons for modifying marketing channels.
16. State the limitations of Customer Relationship Management (CRM).

Group - C

Answer *any four* questions.

17. Describe the functional sales organisation structure. 10
 18. Explain any one theory of selling with its limitations. 10
 19. Discuss the different strategies of designing the sales-force. 10
 20. Write short notes on : 5+5
 - (a) Buyer-seller dyads
 - (b) Training and development of sales-force.
 21. 'Personal selling as a career is unique.'- Explain. 10
 22. Discuss the levels of marketing channels. 10
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